



SAFE STREETS NOW

# VISIONZERO

HILLSBOROUGH

ACTION PLAN

DECEMBER 2017





SAFE STREETS NOW



ONE TRAFFIC DEATH IS TOO MANY



[www.planhillsborough.org/vision-zero](http://www.planhillsborough.org/vision-zero)



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Prepared for:

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The preparation of this report has been financed in part through grants from the Federal Highway Administration and Federal Transit Administration, U.S. Department of Transportation, under the Metropolitan Planning Program, Section 104(f) of Title 23, U.S. Code. The contents of this report do not necessarily reflect the official views or policy of the U.S. Department of Transportation.

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**Hillsborough MPO**  
**Metropolitan Planning**  
**for Transportation**

#VISIONZERO813



# VISION ZERO RESOLUTIONS

The Hillsborough MPO and its partners commit to the continued support of the Vision Zero effort to reduce fatalities and serious injuries on our roadways.

RESOLUTION NO. R15-\_\_\_\_\_

**A RESOLUTION OF THE HILLSBOROUGH COUNTY BOARD OF COUNTY COMMISSIONERS EXPRESSING ITS SUPPORT OF PEDESTRIAN AND BICYCLE SAFETY EDUCATION MEASURES AND EFFORTS TO REDUCE PEDESTRIAN FATALITIES AND SERIOUS INJURIES IN HILLSBOROUGH COUNTY BY STUDYING THE VISION ZERO MODEL PROPOSED BY WALK BIKE TAMPA, THE CITY OF TAMPA, THE HILLSBOROUGH COUNTY SCHOOL DISTRICT, THE FLORIDA DEPARTMENT OF TRANSPORTATION AND THE METROPOLITAN PLANNING ORGANIZATION; PROVIDING AN EFFECTIVE DATE**

RESOLUTION NO. 149-16

**A RESOLUTION OF THE CITY OF TEMPLE TERRACE, FLORIDA, EXPRESSING ITS SUPPORT OF AN INITIATIVE CALLED VISION ZERO WHICH IS THE SWEDISH APPROACH TO REDUCING PEDESTRIAN FATALITIES AND SERIOUS INJURIES THROUGH PEDESTRIAN AND BICYCLE SAFETY EDUCATION MEASURES AND EFFORTS; PROVIDING AN EFFECTIVE DATE.**

**WHEREAS**, the life and health of Temple Terrace's residents are our utmost priority; and

**WHEREAS**, Temple Terrace is concerned about the large number of traffic fatalities and recognizes that no one should die or be seriously injured while travelling on our roadways; and

## RESOLUTION

*WHEREAS*, the health and safety of Hillsborough County students is the School Board's priority; and

*WHEREAS*, the School District of Hillsborough County strives to protect the safety of thousands of young students walking to school and to bus stops; and

*WHEREAS*, children face a disproportionate risk of traffic injuries and fatalities; and

*WHEREAS*, people walking and bicycling represent a disproportionate number of fatalities, and in 2014 nearly half of the people who died in crashes in Tampa were pedestrians; and

*WHEREAS*, Vision Zero is the concept that there is no acceptable number of traffic deaths and serious injuries on our streets; and

RESOLUTION NO. 2015- 961

**A RESOLUTION SUPPORTING THE INITIATIVE CALLED VISION ZERO, WHICH IS THE SWEDISH APPROACH TO DEFINE ROAD SAFETY, SUMMARIZED IN ONE SENTENCE, "NO LOSS OF LIFE IS ACCEPTABLE"; PROVIDING AN EFFECTIVE DATE.**

**WHEREAS**, the life and health of Tampa's residents are our utmost priority; and

**WHEREAS**, the growth and vitality of the City of Tampa requires safe and reliable transportation systems; and

**WHEREAS**, the City of Tampa strives to protect the safety of thousands of citizens who live, work and play in the city, and to protect the safety of thousands of young students walking to school and senior citizens who use bus stops; and

**WHEREAS**, the elderly, people of color and people in low-income communities face a disproportionate risk of traffic injuries and fatalities; and

**Date of Resolution**  
**City of Tampa** December 3, 2015  
**Hillsborough County School District**  
December 15, 2015  
**Hillsborough County** January 6, 2016  
**Temple Terrace** October 18, 2016  
**Plant City** March 13, 2017

RESOLUTION NO. 40-2017

**A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF PLANT CITY, FLORIDA EXPRESSING ITS SUPPORT OF PEDESTRIAN AND BICYCLE SAFETY EDUCATION MEASURES AND EFFORTS TO REDUCE PEDESTRIAN FATALITIES AND SERIOUS INJURIES IN HILLSBOROUGH COUNTY BY STUDYING THE VISION ZERO INITIATIVE.**

**WHEREAS**, the life and health of Plant City's residents are our utmost priority; and

**WHEREAS** the City of Plant City aims to protect the safety of the thousands of citizens who live, work and play within our city limits; and

**WHEREAS**, Plant City recognizes that no one should die or be seriously injured while travelling on our roadways; and

**WHEREAS**, Vision Zero aims to achieve zero fatalities and zero serious injuries in the roadway and has successfully reduced fatalities and serious injuries in cities where it





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# THE DANGEROUS REALITY

**W**e have a crisis  
in Hillsborough  
County.

Our streets are some of the deadliest in the country. Each day, Hillsborough County residents travel roads with the highest traffic fatality rate per capita among large counties in the United States.<sup>1</sup>

From 2005 to 2015, nearly two thousand people died as a result of motor vehicle crashes on Hillsborough County roadways.<sup>2</sup> On average, 33 more people than the national average for counties with similar populations are killed on our roadways each year.

Biking or walking makes you especially vulnerable. The Tampa Bay area's pedestrian fatality rate is higher than almost any other metro area in the United States. On average, at least one person walking and one person biking are involved in a crash every day. A significant portion result in serious injury or death.

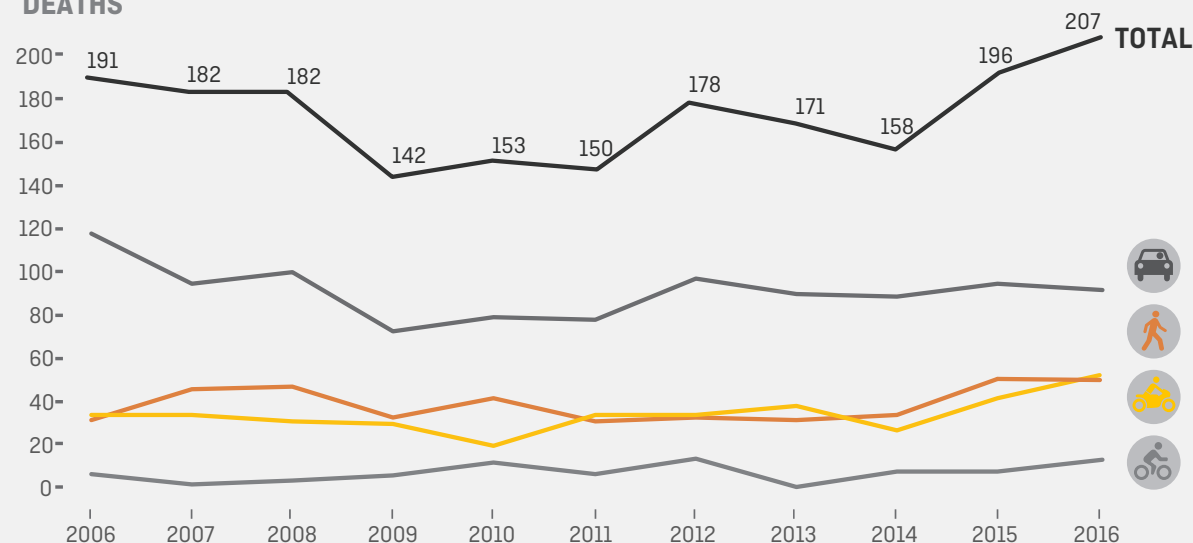
1 2015 FARS data and Census population estimates for 2015

2 Florida Department of Health <http://www.flhealthcharts.com/charts/default.aspx>

**Hillsborough County has the highest traffic fatality rate per capita of all large counties in the country.**

**13%**  
**OF ALL INJURY  
CRASHES**  
in Hillsborough from  
2012-2016 ended in  
**SERIOUS INJURY  
OR DEATH**

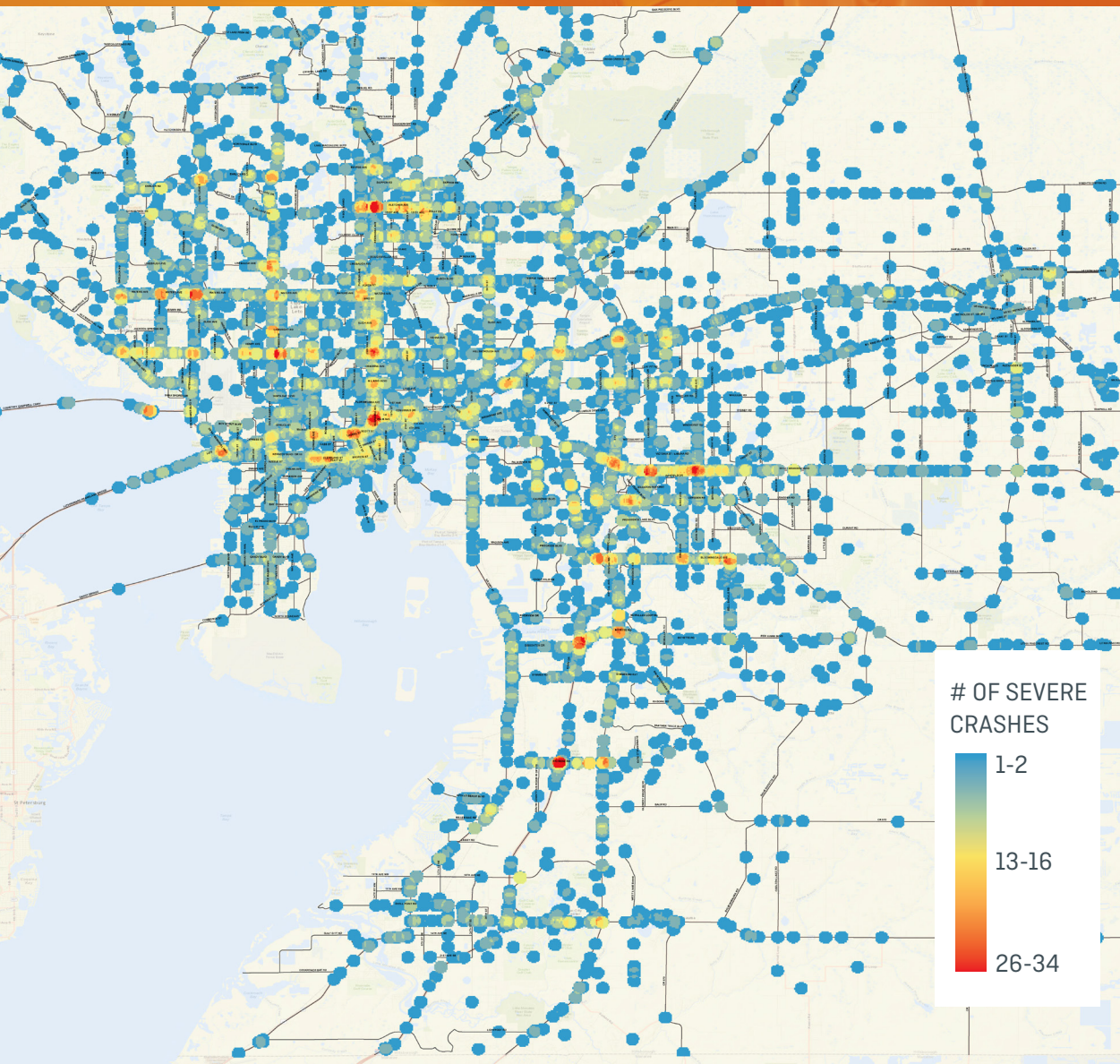
## DEATHS



## HILLSBOROUGH COUNTY TRAFFIC DEATHS 2006-2016

Source: Hillsborough County, Crash Data Management System.

## FATAL AND INCAPACITATING INJURY CRASHES ALL MODES (2012-2016)



Source: Crash Data Management System, Florida Department of Transportation

The victims are children, parents and workers trying to make their way in an area consistently ranked as one of the most dangerous for walking in the U.S.<sup>3</sup>

The crisis has social and economic implications. Each death or injury results in untold pain and suffering for victims and their families. The Centers for Disease Control and Prevention estimates fatal crashes cost Floridians an annual \$32 million in medical costs and \$2.99 billion in work loss costs each year.<sup>4</sup> The Florida Department of Transportation estimates that each cost to society for each fatal crash totals \$10.1 million.<sup>5</sup>

A simple fact compounds the toll of these deaths and injuries:

**Each one is preventable.**

3 "Dangerous by Design," Pg. 11. Smart Growth America. January 2017.

4 "Cost of Deaths from Motor Vehicle Crashes by State, Florida," Centers for Disease Control and Prevention. December 2015.

5 FDOT Roadway Design Bulletin. <http://www.fdot.gov/roadway/bulletin/rdb14-12.pdf>. June 4, 2014.

# EFFECTING CHANGE

**I**t's time to change.

The Hillsborough County MPO, in a partnership with a coalition of community and agency stakeholders, is joining Vision Zero, an international movement to end road deaths and serious injuries.

The movement began in Sweden in 1997, where traffic deaths have been cut in half nationally since its inception.<sup>1</sup>

Vision Zero has been embraced worldwide, including the United States, where it's been adopted by New York City, Chicago, San Francisco, and other cities.

<sup>1</sup> Vision Zero Sweden. <http://www.visionzeroinitiative.com>

## WHAT MAKES VISION ZERO DIFFERENT?

Vision Zero refuses to accept dangerous roads as the status quo. By committing ourselves to this initiative, we're taking a fundamentally different view of road safety based.

All traffic deaths and severe injuries are preventable, not inevitable. We can no longer accept a high rate of serious injuries and traffic deaths.

Even one is too many. Therefore, the initiative sets a goal of eliminating – not merely reducing – deaths and serious injuries for all road users.

**Whether it's by changing how people behave on our roads or redesigning roads for safer**

**travel, we can reach the goal of eliminating deaths and severe injuries.**

Vision Zero takes a data-driven approach to identify areas of concern and the top factors in severe crashes. By sifting through years of crash data, we can find ways of applying limited resources to our most dangerous corridors and intersections.

The initiative focuses on a range of elements that shape our transportation system:

*Engineering | Education | Enforcement | Equity | Evaluation*

**We no longer accept the high number of traffic fatalities on our roads as the status quo. Our roads can provide mobility and safety at the same time for all users.**



# 5e's for safety

## ENGINEERING

How can road design better account for human error, ensuring that crashes are less likely to cause death or serious injury?

## EDUCATION

How can we better educate decision-makers, citizens, and visitors to encourage better road behavior, no matter the mode of travel?

## ENFORCEMENT

How can we ensure fair and consistent enforcement of traffic laws?

## EQUITY

How can we ensure that the roadway system is safe for everyone and all modes?

## EVALUATION

How can we use data to better analyze and prioritize needed safety improvements to our transportation system?



# VISION ZERO IN ACTION

**H**illsborough County's alarming crash record has brought a heightened awareness to the causes of, and contributing factors to, unsafe streets, as well as to opportunities for safer streets.

Engineers, planners, law enforcement officials, and educators have launched programs and projects across the county to provide safe, comfortable travel conditions for residents and visitors. This Action Plan builds on the many state and local agency safety programs, projects and initiatives underway already. Vision Zero Hillsborough provides an umbrella under which these efforts can be organized, connected, and promoted.

## STATE AND LOCAL SAFETY PROGRAMS

The FDOT, Hillsborough County and local municipalities have initiated new or enhanced programs to comprehensively address transportation safety. The FDOT is guided by the *Strategic Highway Safety Plan*, a data-driven safety plan for all road users. It outlines a comprehensive approach to reducing fatalities and serious injuries centered around engineering, enforcement, education, and emergency response, each with its own supporting initiatives.

**Statewide Intersection Lighting Initiative** | This program identifies and prioritizes the retrofit or installation of LED lighting at signalized intersections with high levels of severe crashes under dark conditions. The installation is coordinated with Hillsborough County, local municipalities, and Tampa Electric Company, which performs the installation. \$15 million has been programmed for a lighting retrofit of nearly 400 traffic signals over the next five years.

**Paint the Intersection** | Tampa's "Paint the Intersection" program aims to use eye-catching public art to improve traffic safety. Painting a mural on an intersection communicates to drivers the need to slow down and be aware of more vulnerable road users. Inspired by other cities where traffic-calming art has transformed intersections, Tampa created this program as a way for communities to install murals of their own. South Seminole Heights has been approved for a mural at N. River

Boulevard and W. Louisiana Avenue, and several other neighborhoods are pursuing approval.

**Walk Wise** | The WalkWise campaign provides innovative pedestrian safety education to citizens through a free interactive 30-minute presentation with time for discussion to anyone living or working in select Florida counties. Attendees are asked about their knowledge of traffic safety laws, safe behaviors, and perceptions of walking and bicycling in the Tampa Bay area. At the end of the presentation, attendees take the pledge to be safe and pass along their new knowledge to others. To date, WalkWise Tampa Bay has delivered over 1,200 presentations and more than 40,000 residents have taken the WalkWise Pledge to become ambassadors for walking, bicycling, and driving safely. WalkWise Tampa Bay is managed by the Center for Urban Transportation Research (CUTR) at USF and funded by the Florida Department of Transportation District 7.

**Teen Driver Safety Education** | This program provides "real world" training to students focusing on safety issues specific to teen drivers in Hillsborough County, such as distracted driving. Seventeen high schools and 8,835 students in Hillsborough County have participated in the program since 2010. Between 2010 and 2015, serious injuries and fatalities associated with drivers aged 15 through 19 have consistently declined.



**School Safety Program** | The FDOT, Hillsborough County, MPO, Hillsborough County School Board, and cities have collaborated to improve safe travel to schools. Under the program, more than 300 road safety audits have been conducted since 2011 to identify safety strategies on transportation corridors serving areas schools. Hillsborough County's *School Safety Circulation Access Program* provided \$7 million in enhancements for schools and the new Community Transportation Program includes \$16.7 million for school-related improvements. Also, the local governments continuously provide for safety within School Zones. Over \$1.7 million has been programmed for projects under the Safe Routes to Schools program.

**Complete Streets Policy** | The FDOT adopted a Complete Streets Policy in 2014 to promote safety, quality of life and economic development in Florida and to require the planning and implementation of a context-sensitive system of Complete Streets. FDOT developed a Complete Streets Implementation Plan in 2015, revising guidance, standards, manuals, and policies to integrate Complete Streets concepts. The FDOT released a draft of its Complete Streets Handbook this year describing how it will apply these concepts to projects. Hillsborough County and the Cities of Tampa, Temple Terrace, and Plant City have actively integrated Complete Streets concepts into transportation improvement projects.

## ENFORCEMENT

**Arrive Alive** | This initiative brings together Florida's police agencies and other partners for education, engineering, and law enforcement interventions at locations identified through data analysis as areas of high fatal and serious bodily injury crashes.

**Bicycle Squads** | Bike patrols increase the visibility and accessibility of officers in the community. Officers traveling at a slower pace can observe more about the environment, such as obstacles and safety

issues for people walking and biking. Meanwhile, officers on bikes are more approachable to the public.

**High Visibility Enforcement** | Police dedicate more time to safety and education through this program. Officers focus on education first, then progress to warnings and citations. This program helped the Hillsborough County Sheriff's Office, the Temple Terrace Police Department, and the USF Police Department increased the number of warnings issued from 620 in 2015 to 3,017 in 2016.

**Proactive Programs** | Other programs help to proactively prevent severe crashes. Law enforcement works with drinking establishments to prevent DUI crashes. Officers give ride-alongs to educate the public about enforcement. FDOT Road Safety Audits bring together stakeholders to improve safety at specific locations.

## ENGAGEMENT

We're coordinating with groups that have taken up the mission of making our streets safer:

**Hillsborough Community Traffic Safety Team** | This team has met since 1991 to develop local solutions to traffic crashes. Its efforts include spearheading numerous education and enforcement campaigns related to issues such as red-light running and intoxicated driving.

**Bike Walk Tampa Bay** | This regional coalition of organizations aims to make biking and walking a more preferred mode of travel in the Tampa Bay area. It has delivered more than 2,000 presentations and recruited more than 24,000 ambassadors to influence culture change toward more walkable and bikeable communities.

**Walk Bike Tampa** | This grassroots group has become a vocal advocate for walking and biking safety improvements by pushing for safer routes, better connectivity, and the increased availability of bike parking.



Fletcher Avenue Complete Street

## ON THE GROUND

Several local projects have been implemented or are currently underway that match the mission of Vision Zero: Improving safety, saving lives, and encouraging people to walk, bike, and drive safely.

**Fletcher Avenue |** In 2015, Hillsborough County spent \$5 million to make Fletcher Avenue into a Complete Street between Nebraska Avenue and 50th Street, where fourteen hundred people walk across this street daily. The new features to improve roadway safety for people walking, biking, and driving include raised concrete medians and mid-block pedestrian crossings with high intensity flashing warning lights. Severe crashes along this corridor have been cut in half since completion of the project



Bullard Parkway Paint Saves Lives Event

**Bullard Parkway |** The Hillsborough MPO Vision Zero project sponsored a “Paint Saves Lives” event at which volunteers painted a green bike lane onto the westbound section of the Bullard Parkway bridge over the Hillsborough River. The parkway is in the process of undergoing a complete streets study to identify opportunities to enhance the safety of this corridor. The purpose of the Paint Saves Lives event was to demonstrate how a quick and low-cost improvement can improve the safety of the roadway and add a powerful visual cue to alert drivers to the presence of bicyclists on the bridge. The exercise was completed in less than an hour. The City of Temple Terrace provided police and traffic safety management during the event.



Collins Street Complete Street Concept

**Collins Street |** The City of Plant City is converting a section of Collins Street in the historic district from an auto-centric place to become a complete street catering to all users, including people walking, biking, and those with mobility limitations. The project includes high-visibility decorative crosswalks, shade trees and decorative street lights to encourage walking.

**Cass Street Cycle Track |** Tampa’s first ever on-street protected bicycle path opened in June of 2016, providing a safe bike link through downtown between Nebraska Avenue and the Tampa Riverwalk. The project converted Cass and Tyler Streets to two-way and installed separate signals for bicyclists and drivers . Future phases will extend the cycle track to Howard Avenue west of downtown and to Cuscaden Park north of Ybor City.

**Platt Street and Cleveland Avenue** | The City of Tampa has overhauled West Platt Street and Cleveland Ave to improve safety along the two one-way parallel roads in Hyde Park. Bicycle lanes, painted green in sections to alert drivers, separate cyclists from vehicles with a three-foot wide buffer. The City also eliminated a traffic lane on Platt Street and narrowed the remaining two lanes from 12 to 10 feet.

**Tampa Riverwalk** | This beautiful 2.6-mile multimodal path on the Hillsborough River connects people to museums, parks, and the convention center downtown. The most recent segment of the Riverwalk opened last year, creating a link between Water Works Park to the north and Channelside to the south.

**Palm Avenue** | The City of Tampa transformed a one-mile segment of Palm Avenue into a much safer route between Tampa Heights and Ybor City. The project made room for bicycle lanes and pedestrian islands between North Boulevard and Nebraska Avenue by reducing the street from four to two lanes.

**Cyclovia** | Named for the Spanish word for cycle path, Cyclovia began in Bogota, Colombia, as a weekly event that closed the city's main streets to traffic, allowing safe travel for people walking and biking. Cyclovia has since become a worldwide phenomenon. Tampa began celebrating the event annually in 2014 by closing a portion of Kennedy Boulevard through downtown on a designated day. The event encourages people to use alternative modes of travel by reimagining a space usually reserved for vehicles as a place to bike, walk and play.



Tampa Riverwalk



Palm Avenue Safety Enhancements

While great strides have been made to create safe streets and change the culture around how we use our roads, there is still work to be done.



Cyclovia



# VISION ZERO HILLSBOROUGH

The origins of Vision Zero Hillsborough came out of the efforts of local roadway safety advocates, led by Walk Bike Tampa, who pushed for the adoption of Vision Zero resolutions in the wake of the death of a student hit by a car while walking to Chamberlain High School.

The Hillsborough Metropolitan Planning Organization (MPO) has taken the lead in creating the Vision Zero Action Plan in partnership with Hillsborough County, the Cities of Tampa, Temple Terrace, and Plant City, and the FDOT, as well as safety advocates, educators, law enforcement and emergency response agencies, and others with an interest and commitment to safer streets.

Together, these stakeholders form a coalition that helped to define and shape the actions and strategies needed to move toward zero deaths and severe injuries on our roads.

## VISION ZERO COALITION

The MPO Policy Committee spearheaded the adoption of a Vision Zero resolution, and began this effort by holding a roundtable discussion in June of 2016. Spurring the motivation to develop the Vision Zero Action Plan, the coalition comprises an assortment of local elected officials, business owners, planners, engineers, and other leaders, shown in the graphic below, and is also open to the public.



# ACTION TRACK WORKING GROUPS

**W**here do you begin the task of changing the status quo?

The Vision Zero Coalition began by organizing itself into four action tracks to focus its efforts. Coalition members collaborated to create goals and specific actions for each action track that together form a roadmap for the initiative. The action tracks include:

## **Paint Saves Lives | *Low cost retrofits and pop-up treatments***

Complete streets, cycle tracks and other projects improve safety, but often require a large investment and a long time to accomplish. To start saving lives in the short term with limited public dollars calls for creativity. This track set out to improve safety incrementally by using data to pinpoint locations for low-cost actions that can be taken in one to two years.

## **One Message, Many Voices | *Public education strategies***

Vision Zero's success depends on communicating its core messages in ways that will resonate. This action track focused on identifying key audiences for the initiative, choosing the most effective mediums to reach them and tailoring Vision Zero's messages in compelling ways for each audience.

## **Consistent and Fair | *Community-oriented law enforcement***

Safe road behavior is everyone's responsibility, whether you walk, bike or drive. Preventing dangerous behaviors isn't solely the responsibility of law enforcement. This action track focused on ways to reduce dangerous behaviors by all road users. It also considered methods beyond policing to inhibit dangerous behaviors to include engineering and education.

## **The Future Will Not Be Like the Past | *Facilitating culture change through policies and programs***

Reaching zero road deaths means changing the culture that contributes to the problem. That includes changing the way professionals in the private and public sectors approach driving, biking and walking. This track focuses on ways to avoid perpetuating the problems in our built environment as new roads and developments are built.



# GETTING PEOPLE INVOLVED

Diverse public engagement activities were held during the creation of the action plan to solicit feedback from local leaders and the community on the major safety challenges on our streets and what can be done to overcome them.



## WORKSHOPS

Four Vision Zero Coalition workshops were held over the course of a year. The public was invited to attend and share their thoughts about strategies and actions that could improve safety and affect change in Hillsborough County.

**Workshop 1** The Vision Zero Coalition held its first workshop October 25, 2016, at the Ragan Park Community Center in East Tampa. The members organized into action track groups to begin their first discussions about the community's safety challenges and potential strategies.

**Workshop 2** To get a better sense of the dangers we face when traveling by different modes, the coalition met January 31, 2017, to perform a safety audit of Hillsborough Avenue near the Town 'N Country Regional Public Library. The members completed a questionnaire to gauge how well the road provided access to drivers, bicyclists, walkers, and bus riders. The coalition convened in their action track groups to further refine strategies.

**Workshop 3** The draft action strategies were presented at the April 25, 2017 workshop held in Temple Terrace for further discussion and refinement. Priority strategies, agency roles, and action steps were further developed. The coalition also participated in a pop-up paint exercise to add a high-visibility green bike lane on the Bullard Parkway bridge across the Hillsborough River.

**Workshop 4** The final workshop held August 22, 2017 revealed the Vision Zero Action Plan and featured the stories of people whose lives have been touched by traffic violence.

# CAPTURING PUBLIC SAFETY CONCERNS

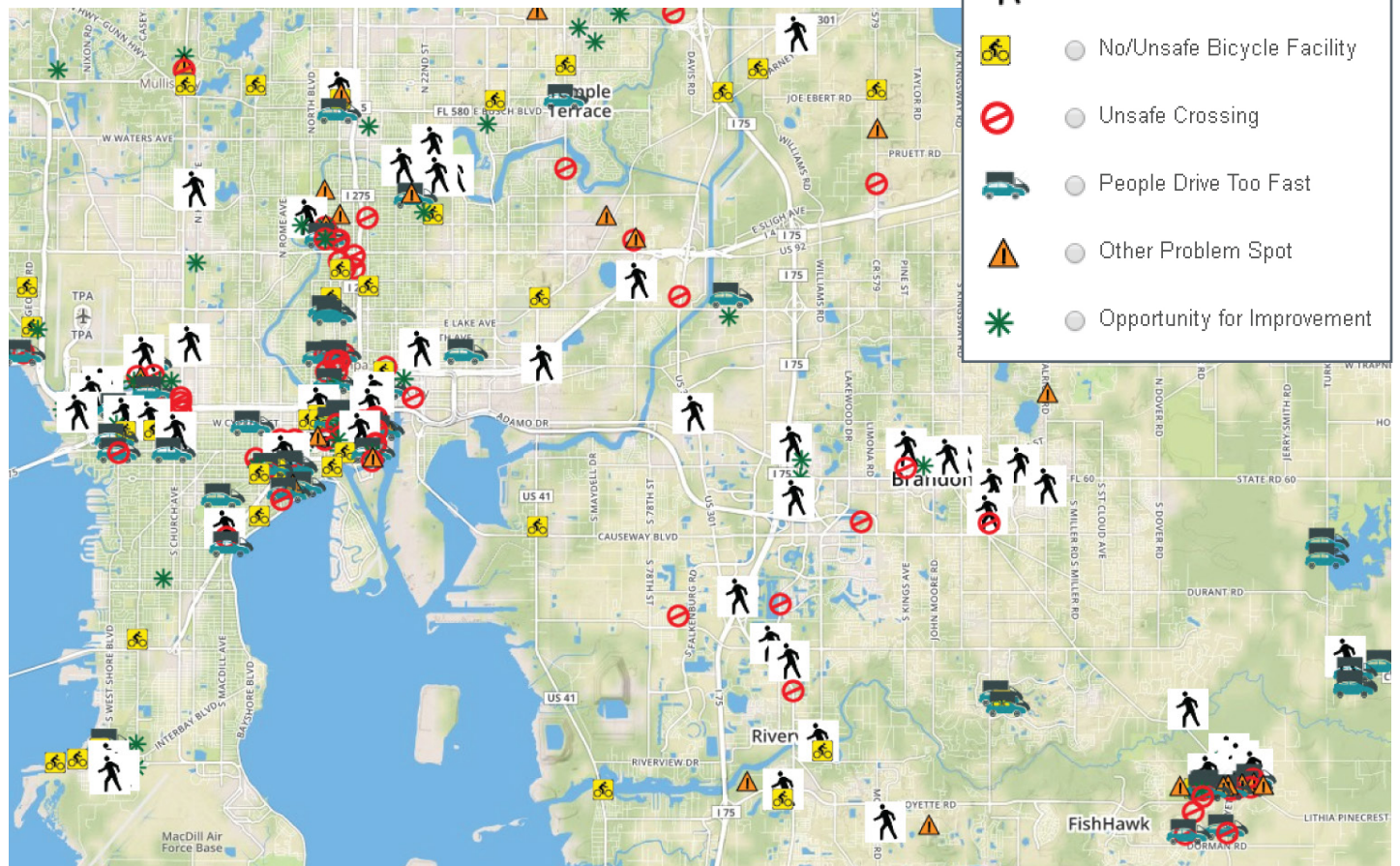
## WIKIMAP

The MPO has employed a crowdsourcing mapping tool called wikimapping to allow people to pinpoint their safety concerns regarding our roads. As of August 16, 2017, over 400 individual comments had been documented on the map. These results help to identify areas of concern and places where low-cost treatments or retrofits could be implemented to improve safety.

The crowdsourced data provide an additional layer of context drawn from the everyday experiences of residents. The top three concerns noted by the public were 1) unsafe crossings, 2) missing sidewalks, and 3) speeding.

## FACEBOOK

The MPO created a Facebook page for Vision Zero to further engage the public on the topic of road safety, inform the public about current events and news, and share information and updates on the Action Plan development. In it's infancy, the Facebook page had over 100 followers and will continue to be a source of information and updates as the Vision Zero Action Plan is implemented.





# DEFINING THE PROBLEM

**C**reating change starts with understanding the problem.

To grasp the forces behind our dangerous roads, the MPO analyzed five years of data (2012-2016) from the Crash Database Management System, mapping data points—each one representing a life lost or injury suffered—across our corridors and intersections. The process pinpointed areas of high concern and brought into focus the factors underlying the numbers.



**FOR EVERY FATAL  
CRASH,  
THERE ARE EIGHT  
INCAPACITATING  
INJURY CRASHES.**

## HERE'S THE PICTURE THAT EMERGED:

- For every fatal crash, there are eight incapacitating injury crashes for a total of about 1,500 every year. There were 7,378 severe crashes between 2012 and 2016: 791 fatal crashes and 6,587 with incapacitating injuries.
- Crashes happen everywhere, but there's a portion of the network that urgently needs attention. A third of our roads account for 3/4 of the county's severe crashes.
- Aggressive driving accounted for 33 percent of all fatal crashes on our roads. This figure includes driving, walking and bicycle crashes. The problem is even more pronounced when looking at just vehicle crashes, 42 percent of which were caused by aggressive driving.
- A lack of road lighting is deadly, especially for people walking and biking. Dark, unlit roads were a factor in 39 percent of fatal pedestrian crashes and 24 percent of fatal bicycle crashes.
- We must put down our devices while driving. Electronic distraction was reported in 19 percent of fatal and incapacitating injury vehicle crashes, but may be higher than show in law enforcement reports. Nationally, text messages and tweets have grown exponentially since 2009, and the pedestrian fatality trend turned upward at the same time.

***THE TOLL IS ECONOMIC AS WELL AS PHYSICAL,  
IN THE FORM OF LOST WAGES, PRODUCTIVITY,  
AND MEDICAL EXPENSES.***







# FACTORS THAT CONTRIBUTE TO SEVERE CRASHES

**W**hy are severe crashes occurring and what can be done to eliminate them?

Dangerous behaviors coupled with roadway designs that enable those behaviors are two of the main factors behind severe crashes.

## UNSAFE BEHAVIORS

People make mistakes. Vision Zero acknowledges human error and makes a goal of discouraging dangerous behavior.

### SPEED

Vision Zero recognizes speed as a fundamental factor in severe crashes. The faster you drive, the narrower your cone of vision, the longer your braking distance, and the more severe your collision.

Driving at even moderate speeds drastically increases a person walking's fatality risk. A person walking struck at 30 miles per hour, for example, has an estimated 40 percent chance of dying. If the vehicle is traveling 40 miles per hour, the estimated risk jumps to 80 percent.

Vision Zero makes speed reduction a central strategy.

**75% of fatal crashes in Hillsborough County occur on roads with posted speeds of 40+ mph.**

### SPEED INCREASES RISK OF DEATH



**5%** LIKELIHOOD OF PEDESTRIANS KILLED



**40%** LIKELIHOOD OF PEDESTRIANS KILLED



**80%** LIKELIHOOD OF PEDESTRIANS KILLED

### AGGRESSIVE DRIVING

We all have stories of dealing with aggressive drivers. Sometimes we're the aggressors, or we react aggressively to others' aggressive driving. The data reveal that it's a significant cause of fatal crashes in Hillsborough County.

Aggressive driving includes speeding, dangerous lane changes, failing to yield, and following too close.<sup>1</sup>

### DISTRACTED DRIVING, WALKING AND BIKING

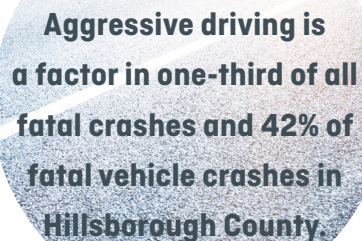
Devices, such as smart phones, constantly draw our attention. When we decide to use them while driving, walking, and biking, it can turn deadly. Distraction may be behind a spike in pedestrian deaths in the U.S., with Florida having the second-highest pedestrian death rate in the country.<sup>2</sup>

While it's difficult to determine the precise number of crashes caused by electronic distraction, data show it's cited as a factor in 19 percent of severe vehicle crashes in Hillsborough County.

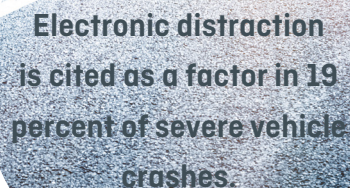
1 "Speed and aggressive driving," FDOT

2 "Pedestrian Traffic Fatalities by State," Richard Retting. Pg. 9






**Aggressive driving is a factor in one-third of all fatal crashes and 42% of fatal vehicle crashes in Hillsborough County.**



**Electronic distraction is cited as a factor in 19 percent of severe vehicle crashes.**



**Intoxication is a factor in 23% of all fatal crashes and is a factor in 19% of fatal pedestrian crashes.**

## IMPAIRED DRIVING

Intoxicated driving is the focus of constant enforcement and safety campaigns, yet it persists as one of the major contributing factors of fatal crashes in Hillsborough County.

Intoxication is not just a factor in vehicle crashes. The numbers show intoxication is cited in 19 percent of fatal pedestrian crashes and 22 percent of fatal bicycle crashes.

Intoxication is a serious problem, but less significant than nationwide (involved in 23 percent of traffic fatalities here versus 29 percent in the country as a whole). In other words, other factors play an important role here.

## UNSAFE WALKING AND BICYCLING BEHAVIOR

As the most vulnerable users of our roads, people walking and biking must be vigilant in keeping themselves safe. But sometimes they put themselves in harm's way through dangerous behaviors. In many cases the person walking or biking is not aware that they are not obeying traffic laws. These behaviors include crossing midblock without a crosswalk, biking against the flow of traffic and biking at night without bicycle lights.

**People must take responsibility for their actions and understand the potential impact of their behaviors on our roadways. But we can also design our roads to encourage safer behavior by all users.**

## SAFER DESIGN

The design of a road influences how people behave on the streets. Wide, one-way streets often lead to drivers traveling at faster speeds.

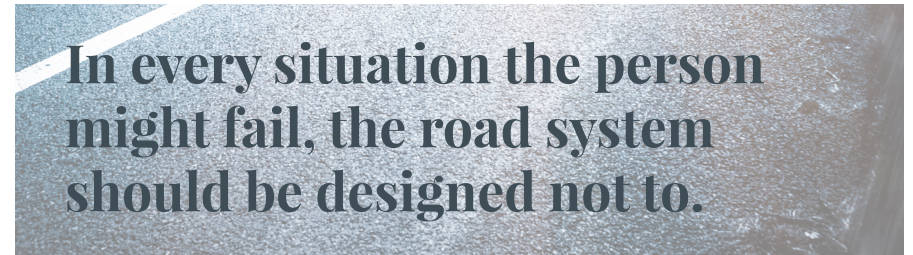
Streets with long blocks and no midblock crossings lead to people crossing where it is most convenient for them, even if it means crossing where a safe crossing is not provided.

Several other factors can contribute to unsafe conditions:

- No street lighting
- No bicycle facilities
- Fast-moving traffic
- Wide roadway
- Unmarked and unsignalized crossings
- Long distances between traffic signals leading to speeding

Streets can be designed in ways that encourage safer behavior in drivers, people walking, and people biking. Some treatments to improve the safety of a street include:

- LED lighting
- High-visibility crosswalks
- Bicycle lanes
- Wider sidewalks
- ADA accessible ramps
- Reduced travel lanes
- Placemaking treatments such as street trees and pedestrian-scale lighting
- Raised and landscaped medians



Fletcher Avenue before (top) and after (bottom) undergoing a Complete Street makeover featuring midblock pedestrian crossings, raised pedestrian islands, additional sidewalks, human-scale lighting, and bicycle lanes. Source: Google Streetview





# SEVERE CRASH CORRIDORS


**C**rashes occur everywhere, but there are certain areas where they are most prevalent.

Vision Zero focuses on these corridors as opportunities to make the greatest strides toward eliminating fatalities and incapacitating injuries. Our analysis zeroed in on the county's top 20 corridors with the most severe crashes per mile.

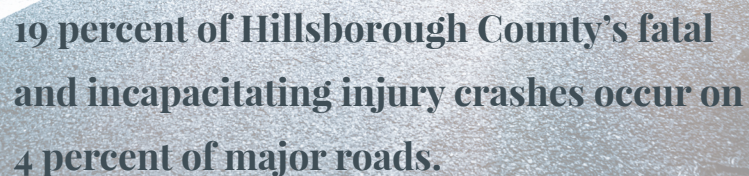
In the past five years, 1,030 severe crashes occurred on these corridors. That's 19 percent of Hillsborough County's fatal and incapacitating injury crashes occurring on just 4 percent of major roads. These corridors comprise 12.3 percent of daily vehicle miles traveled (VMT) in the county.

Aggressive driving was a factor in 36 percent of the severe crashes on these corridors. Fifteen percent of the crashes on these corridors left people walking or biking with fatal or incapacitating injuries.

A profile of each of these 20 corridors, their crash rates, and the causal factors associated with those crashes is provided in the accompanying Vision Zero Severe Crash Corridor Profiles document.



**ON AVERAGE,  
ONE PERSON DIES  
IN A CAR CRASH  
IN HILLSBOROUGH  
COUNTY EVERY  
FOUR DAYS.**



**19 percent of Hillsborough County's fatal  
and incapacitating injury crashes occur on  
4 percent of major roads.**

## TOP 20 SEVERE CRASH CORRIDORS

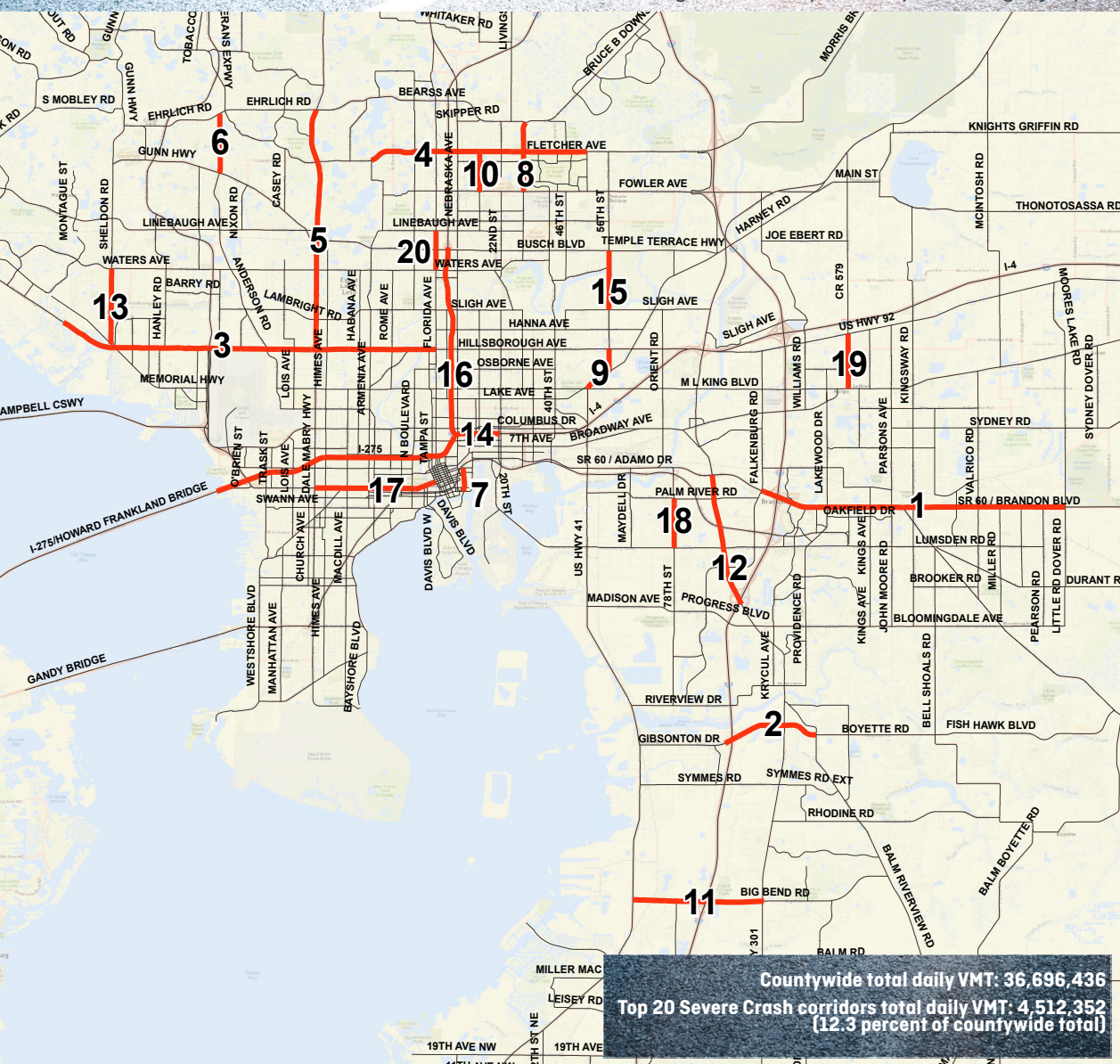
- 1. Brandon Blvd from Falkenburg Rd to Dover Rd (7.18 miles)**  
180 crashes (25 crashes per mile)  
Daily Vehicle Miles Traveled (VMT): 463,965
- 2. Gibsonton Dr/Boyette Rd from I-75 to Balm Riverview Rd (2.33 miles)**  
49 crashes (21 crashes per mile); Daily VMT: 79,720
- 3. Hillsborough Ave from Longboat Blvd to Florida Ave (8.87 miles)**  
176 crashes (19.8 crashes per mile); Daily VMT: 528,719
- 4. Fletcher Ave from Armenia Ave to 50th St (5.09 miles)**  
100 crashes (19.6 crashes per mile)\*;  
Daily VMT: 196,990
- 5. Dale Mabry from Hillsborough Ave to Bearss Ave (6.17 miles)**  
116 crashes (18.8 crashes per mile); Daily VMT: 430,798
- 6. Lynn Turner from Gunn Hwy to Ehrlich Rd (1.51 miles)**  
28 crashes (18.5 crashes per mile); Daily VMT: 29,445
- 7. Meridian Ave from Channelside Dr to Twiggs St (0.6 miles)**  
11 crashes (18.3 crashes per mile); Daily VMT: 10,240
- 8. Bruce B. Downs from Fowler Ave to Bearss Ave (1.77 miles)**  
32 crashes (18.1 crashes per mile); Daily VMT: 304,083
- 9. 50th St from MLK Blvd to Hillsborough Ave (1.24 miles)**  
22 crashes (17.7 crashes per mile); Daily VMT: 30,380
- 10. 15th St from Fowler Ave to Fletcher Ave (1.02 miles)**  
18 crashes (17.6 crashes per mile);  
Daily VMT: 10,458

**\*Fletcher Ave Complete Street Project completed January 2015**  
**Severe Crash Reductions**  
**2012-2013: 48 severe crashes**  
**2015-2016: 25 severe crashes**



## TOP 20 SEVERE CRASH CORRIDORS : ALL MODES (2012-2016)

*Severe Crash = A crash resulting in a fatality or incapacitating injury*



Source: Crash Data Management System

### 11. Big Bend Rd from U.S. 41 to I-75 (3.07 miles)

51 crashes (16.6 crashes per mile);

Daily VMT: 72,145

### 12. U.S. 301 from I-75 to Adamo Dr (3.39 miles)

55 crashes (16.2 crashes per mile);

Daily VMT: 152,792

### 13. Sheldon Rd from Hillsborough Ave to Waters Ave (2.04 miles)

33 crashes (16.2 crashes per mile);

Daily VMT: 67,488

### 14. I-4 from I-275 to 22nd St (1.08 miles)

17 crashes (15.7 crashes per mile);

Daily VMT: 189,000

### 15. 56th St from Sligh Ave to Busch Blvd (1.51 miles)

23 crashes (15.2 crashes per mile); Daily VMT: 64,930

### 16. I-275 from Howard Frankland Bridge to Busch Blvd (10.86 miles)

164 crashes (15.1 crashes per mile);

Daily VMT: 1,709,092

### 17. Kennedy Blvd from Dale Mabry Hwy to Ashley Dr (2.85 miles)

43 crashes (15.1 crashes per mile); Daily VMT: 103,312

### 18. 78th St from Causeway Blvd to Palm River Rd (1.26 miles)

19 crashes (15.1 crashes per mile); Daily VMT: 27,945

### 19. CR 579 / Mango Rd from MLK Blvd to U.S. 92 (1.4 miles)

21 crashes (15 crashes per mile); Daily VMT: 13,580

### 20. Florida Ave from Waters Ave to Linebaugh Ave (1.01 miles)

15 crashes (14.9 crashes per mile); Daily VMT: 27,270

# VULNERABLE USERS

## **B**iking and walking in Hillsborough County requires caution.

The precaution Gregor Richkind takes for even a short bike ride speaks to the danger faced every day by Hillsborough's more than 1.3 million residents. He pedaled to a recent appointment at James A. Haley Veterans' Hospital, his yellow safety vest vibrant on a gray morning.

His bike had at least four lights. He wore two more on his helmet, just in case. "I will put on as much as I can to call attention to myself," said Richkind, 60, pausing on the shoulder of Bruce B. Downs Boulevard during morning rush hour. "I don't know why anyone wouldn't do that."



Gregor Richkind navigates the intersection of Bruce B. Downs Boulevard and Fletcher Avenue during morning traffic.

**One in four injury crashes involving a person walking or biking in Hillsborough County end in serious injury or death.**

Our area perennially ranks as one of the most dangerous places for people walking in the country. One out of four crashes involving people walking and biking in Hillsborough County ends in serious injury or death.

While Vision Zero Hillsborough focuses on the safety of all travelers, people walking and biking are particularly vulnerable because they don't have a steel frame protecting them in a collision.

The way many of our roads are designed forces these vulnerable users into the margins of busy corridors with little to no protection. They must rely on a severely fragmented network of sidewalks and bicycle lanes to reach their destination. For those who bike and walk as a primary mode of travel, it may mean risking your life each day.

The data show that dark, unlit roads and intoxicated driving are among the biggest contributors to fatal crashes involving people walking or biking in our area.

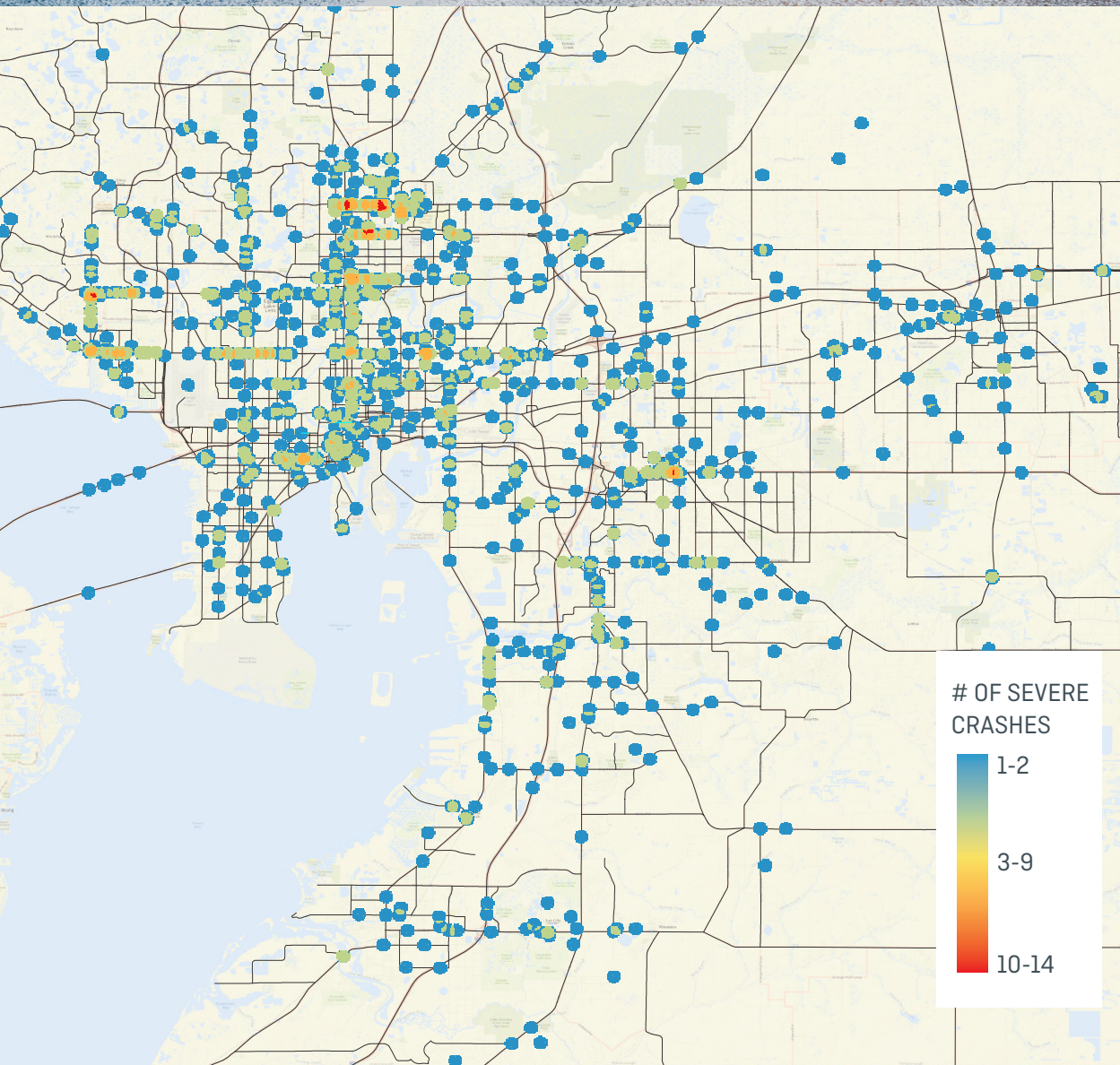
The signs of change are easy to spot in downtown Tampa, where cyclists can ride the city's first protected bike lane and the Riverwalk safely routes people walking along the water, away from traffic.

As significant as these changes are, we need to do more.

Vision Zero envisions bringing safety improvements to our county's most dangerous corridors and intersections.



## SEVERE CRASHES INVOLVING PEOPLE WALKING OR BIKING (2012-2016)



Source: Crash Data Management System



Between 2012 to 2016, there were a total of 2,760 pedestrian injury crashes in Hillsborough, 807 of which were severe. That means we average 1.5 pedestrian injury crashes per day, or 10.6 per week, 30 percent of which result in a fatality or incapacitating injury.



Between 2012 to 2016, there were a total of 1,798 bicycle injury crashes in Hillsborough, 356 of which were severe. That means we average 1 bicycle injury crashes every day, or almost 7 per week, 20 percent of which result in a fatality or incapacitating injury.

# VULNERABLE USERS

## SEVERE CRASH CORRIDORS

Identifying the most dangerous corridors for pedestrians and bicyclists can help to focus efforts on the corridors on which the highest number of severe bicycle and pedestrian crashes occur.

The map to the right highlights the top 20 corridors on which the greatest number of severe bicycle and pedestrian crashes occur per mile. Further study of these corridors could identify the potential countermeasures and design treatments that will create a safer travel environment for our roadways' most vulnerable users.



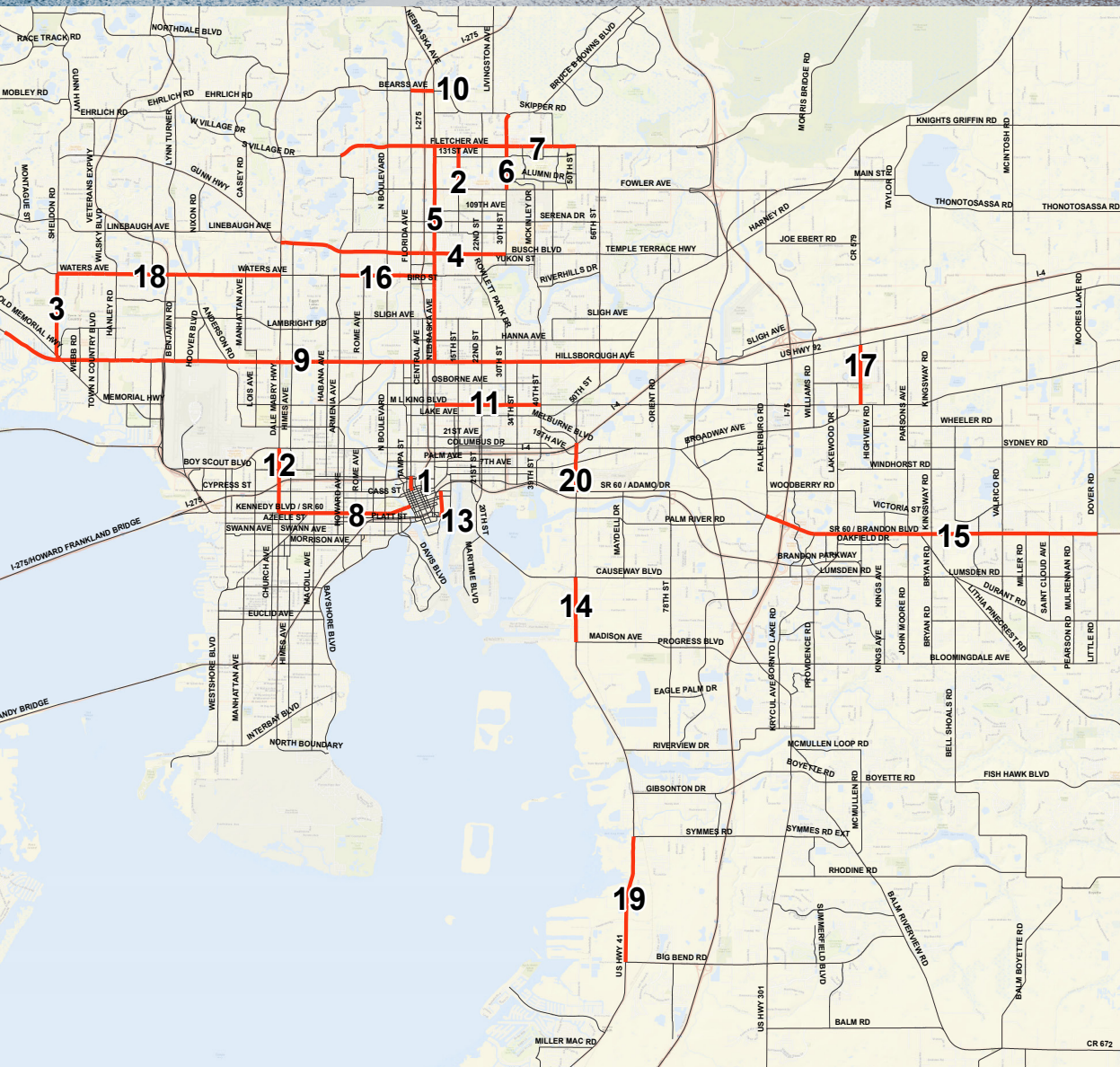
People walking across Hillsborough Avenue.

### TOP 20 SEVERE CRASH CORRIDORS: SEVERE CRASHES INVOLVING PEOPLE WALKING OR BIKING

- 1. Florida Ave from Tyler St to Kay St - (0.33 miles)**  
3 crashes (9.09 crashes per mile)
- 2. 15th St from Fowler Ave to Fletcher Ave - (1.02 miles)**  
8 crashes (7.84 crashes per mile)
- 3. Sheldon Rd from Hillsborough Ave to Waters Ave - (2.04 miles)**  
15 crashes (7.35 crashes per mile)
- 4. Busch Blvd from Dale Mabry Hwy to 30th St - (4.84 miles)**  
23 crashes (4.75 crashes per mile)
- 5. Nebraska Ave from Hillsborough Ave to Fletcher Ave - (4.96 miles)**  
23 crashes (4.64 crashes per mile)
- 6. Bruce B Downs Blvd from Fowler Ave to Bearss Ave - (1.77 miles)**  
8 crashes (4.52 crashes per mile)
- 7. Fletcher Ave from Armenia Ave to 50th St - (5.09 miles)**  
23 crashes (4.52 crashes per mile)
- 8. SR 60/Kennedy Blvd from Dale Mabry Hwy to Ashley Dr - (2.85 miles)**  
12 crashes (4.21 crashes per mile)
- 9. Hillsborough Ave from Longboat Blvd to US 301 - (14.73 miles)**  
61 crashes (4.14 crashes per mile)
- 10. Bearss Ave from Florida Ave to Nebraska Ave - (0.5 miles)**  
2 crashes (4 crashes per mile)



## TOP 20 SEVERE CRASH CORRIDORS: SEVERE CRASHES INVOLVING PEOPLE WALKING OR BIKING (2012-2016)



Source: Crash Data Management System

11. MLK Blvd from Nebraska Ave to 40th St - (2.27 miles)  
9 crashes (3.96 crashes per mile)
12. Dale Mabry Hwy from Kennedy Blvd to Columbus Dr - (1.52 miles)  
6 crashes (3.95 crashes per mile)
13. Meridian St from Channelside Dr to Twiggs St - (0.6 miles)  
2 crashes (3.33 crashes per mile)
14. US 41 from Madison Ave to Causeway Blvd - (1.52 miles)  
5 crashes (3.29 crashes per mile)
15. SR 60 from Falkenburg Rd to Dover Rd - (7.18 miles)  
22 crashes (3.06 crashes per mile)
16. Waters Ave from Armenia Ave to Nebraska Ave - (2.02 miles)  
6 crashes (2.97 crashes per mile)
17. CR 579 / Mango Rd from MLK Blvd to US 92 - (1.4 miles)  
4 crashes (2.86 crashes per mile)
18. Waters Ave from Sheldon Rd to Dale Mabry Hwy - (4.77 miles)  
13 crashes (2.73 crashes per mile)
19. US 41 from Big Bend Rd to Symmes Rd - (2.95 miles)  
8 crashes (2.71 crashes per mile)
20. 50th St from Adamo Dr to Melburne Blvd - (1.13 miles)  
3 crashes (2.65 crashes per mile)

# AGGRESSIVE DRIVING

## SEVERE CRASH CORRIDORS

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Aggressive driving is one of the most common factors in severe crashes. Aggressive driving encompasses a range of driver behavior that includes:

- Failure to yield right-of-way
- Failure to keep in proper lane
- Followed too closely
- Ran red light
- Ran stop sign
- Improper passing
- Exceeded posted speed
- Disregarded other road markings
- Operated vehicle in erratic, reckless, or aggravated manner
- Disregarded other traffic sign

There are certain corridors in the county where these behaviors comprising aggressive driving are more pronounced. Law enforcement efforts focused on these corridors could help to reduce these dangerous driver behaviors.

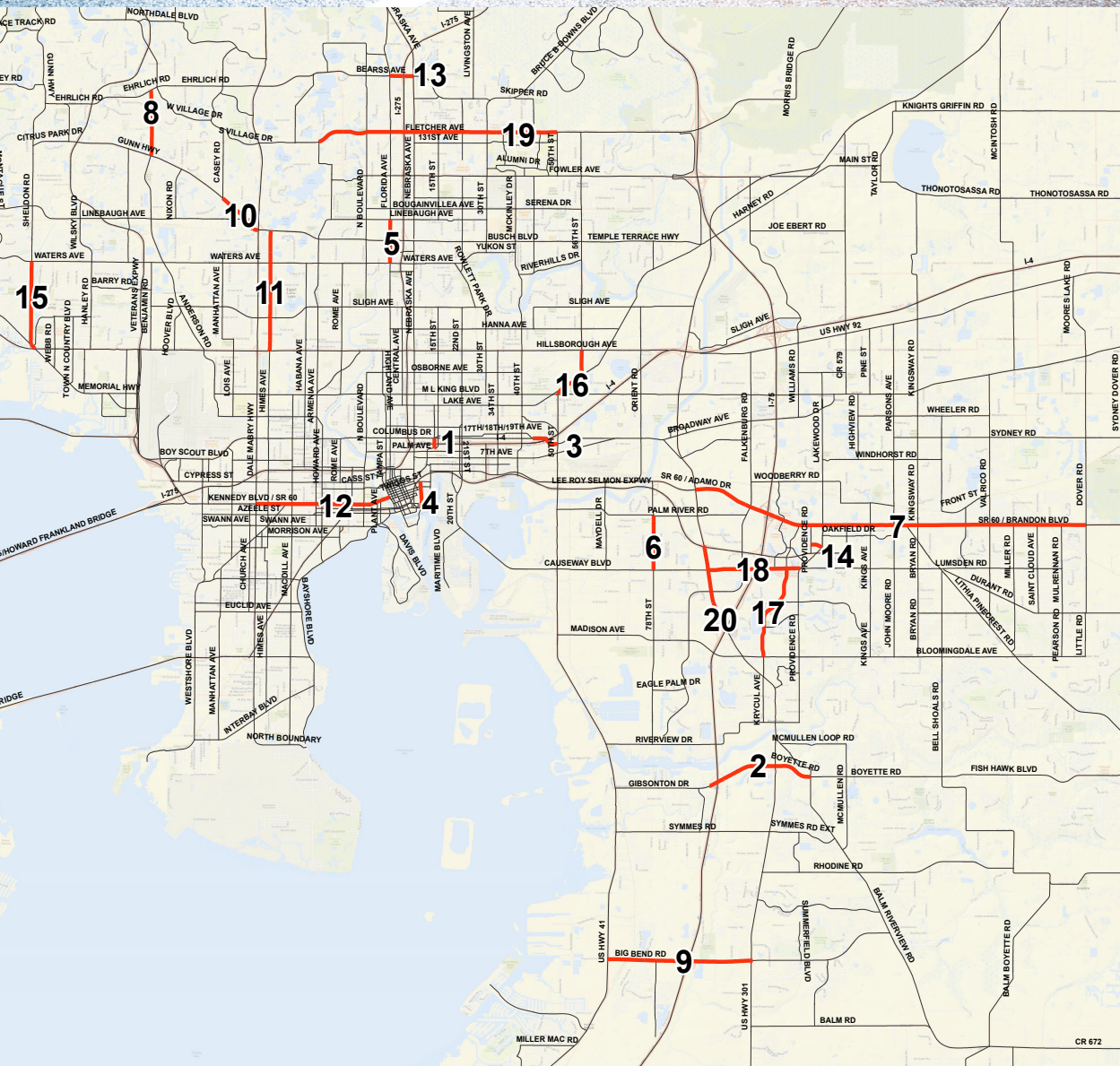
The top 20 corridors that experienced the highest number of severe crashes per mile in which aggressive driving was a factor are shown in the map to the right.

### TOP 20 SEVERE CRASH CORRIDORS: SEVERE CRASHES WITH AGGRESSIVE DRIVING AS A FACTOR

- 1. Avenida Republica De Cuba from Nuccio Parkway to Columbus Dr - (0.24 miles)**  
3 crashes (12.5 crashes per mile)
- 2. Gibsonton Dr/Boyette Rd from I-75 to Balm Riverview - (2.33 miles)**  
25 crashes (10.73 crashes per mile)
- 3. Columbus Dr from 19th Ave to 50th St - (0.59 miles)**  
6 crashes (10.17 crashes per mile)
- 4. Meridian St from Channelside Dr to Twigg St - (0.6 miles)**  
6 crashes (10 crashes per mile)
- 5. Florida Ave from Waters Ave to Linebaugh Ave - (1.01 miles)**  
10 crashes (9.9 crashes per mile)
- 6. 78th St from Causeway Blvd to Palm River Rd - (1.26 miles)**  
12 crashes (9.52 crashes per mile)
- 7. SR 60 from US 301 to Dover Rd - (8.45 miles)**  
75 crashes (8.88 crashes per mile)
- 8. Lynn Turner from Gunn Hwy to Ehrlich Rd - (1.51 miles)**  
13 crashes (8.61 crashes per mile)
- 9. Big Bend Rd from US 41 to US 301 - (3.07 miles)**  
26 crashes (8.47 crashes per mile)
- 10. Gunn Hwy from Casey Rd to Dale Mabry Overpass - (1.07 miles)**  
9 crashes (8.41 crashes per mile)



## TOP 20 SEVERE CRASH CORRIDORS: SEVERE CRASHES INVOLVING AGGRESSIVE DRIVING (2012-2016) ALL MODES



Source: Crash Data Management System

11. Himes Ave from Hillsborough Ave to Busch Blvd - (2.78 miles)  
23 crashes (8.27 crashes per mile)
12. SR 60/Kennedy Blvd from Dale Mabry Hwy to Ashley St - (2.85 miles)  
23 crashes (8.07 crashes per mile)
13. Bearss Ave from Florida Ave to Nebraska Ave - (0.5 miles)  
4 crashes (8 crashes per mile)
14. Brandon Main St from Providence Rd to Lakewood Rd - (0.25 miles)  
2 crashes (8 crashes per mile)
15. Sheldon Rd from Hillsborough Ave to Waters Ave - (2.04 miles)  
15 crashes (7.35 crashes per mile)
16. 50th St / 56th St from MLK Blvd to Hillsborough Ave - (1.24 miles)  
9 crashes (7.26 crashes per mile)
17. Gornto Lake Rd from Bloomingdale Ave to Causeway Blvd - (2.21 miles)  
16 crashes (7.24 crashes per mile)
18. Causeway Blvd from US 301 to Providence Rd - (1.95 miles)  
14 crashes (7.18 crashes per mile)
19. Fletcher Ave from Armenia Ave to 50th St - (5.09 miles)  
36 crashes (7.07 crashes per mile)
20. US 301 from I-75 to Adamo Dr - (3.39 miles)  
23 crashes (6.78 crashes per mile)

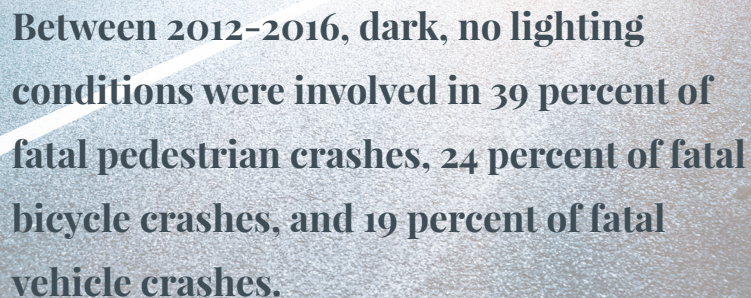
# DARK, NO LIGHTING

## SEVERE CRASH CORRIDORS

Drivers, pedestrians, and bicyclists die each year due to dark roadway conditions. Mapping the data across Hillsborough County reveals the corridors where dark lighting conditions have factored into the highest number of severe crashes per mile. Some corridors are relatively short. Others, such as a 14.73-mile portion of Hillsborough Avenue, cut a dangerous path across Tampa.

While intersection lighting improvements have already been planned for the county, this action plan makes a priority of addressing corridors in critical need of LED lighting.

The map to the right highlights the top 20 corridors in which dark, no lighting conditions were a factor in severe crashes, for all modes. Focusing lighting improvements along these corridors may help to reduce the rate of severe crashes.



**Between 2012–2016, dark, no lighting conditions were involved in 39 percent of fatal pedestrian crashes, 24 percent of fatal bicycle crashes, and 19 percent of fatal vehicle crashes.**

### TOP 20 SEVERE CRASH CORRIDORS:

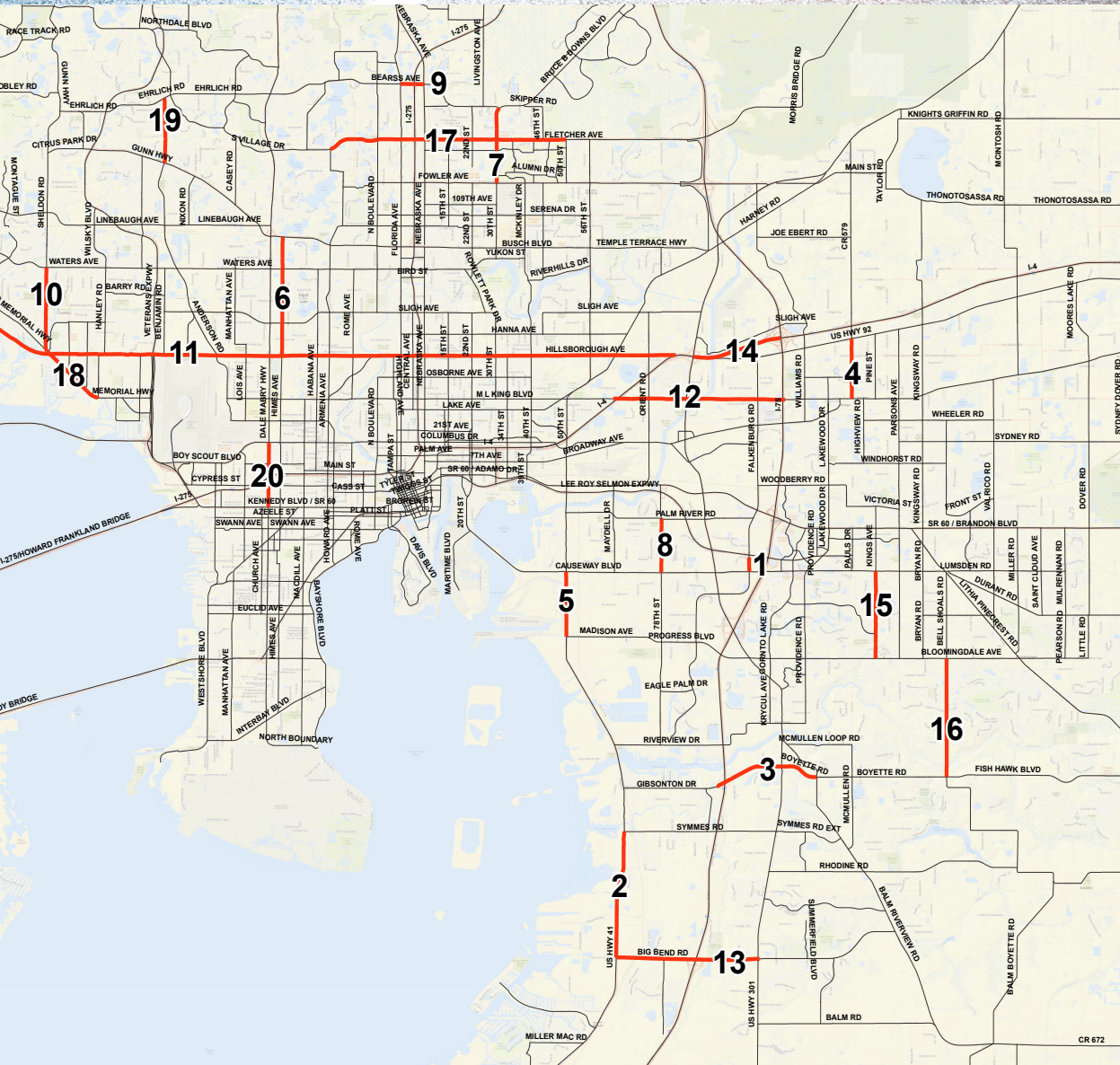
#### *SEVERE CRASHES IN WHICH NO LIGHTING WAS A FACTOR*

- 1. Falkenburg Rd. from Causeway Blvd. to Lee Roy Selmon Expressway – (0.33 miles)**  
2 crashes (6.06 crashes per mile)
- 2. U.S. 41 from Big Bend Rd. to Symmes Rd. – (2.95 miles)**  
13 crashes (4.41 crashes per mile)
- 3. Gibsonton Dr./Boyette Rd. from I-75 to Balm Riverview Rd. – (2.33 miles)**  
9 crashes (3.86 crashes per mile)
- 4. C.R. 579/Mango Rd. from MLK Blvd. to U.S. 92 – (1.4 miles)**  
5 crashes (3.57 crashes per mile)
- 5. U.S. 41 from Madison Ave. to Causeway Blvd. – (1.52 miles)**  
5 crashes (3.29 crashes per mile)
- 6. Himes Ave. from Hillsborough Ave. to Busch Blvd – (2.78 miles)**  
8 crashes (2.88 crashes per mile)
- 7. 30th St./Bruce B. Downs Blvd. from Fowler Ave. to Bearss Ave. – (1.77 miles)**  
5 crashes (2.82 crashes per mile)
- 8. 78th St. from Causeway Blvd. to Palm River Rd. – (1.26 miles)**  
3 crashes (2.38 crashes per mile)
- 9. Bearss Ave. from Florida Ave. to Nebraska Ave – (0.5 miles)**  
1 crash (2 crashes per mile)



## TOP 20 SEVERE CRASH CORRIDORS: SEVERE CRASHES IN WHICH NO LIGHTING WAS A FACTOR (2012-2016)

ALL MODES



Source: Crash Data Management System

10. Sheldon Rd. from Hillsborough Ave. / Memorial Hwy. to Waters Ave. – (2.04 miles)  
4 crashes (1.96 crashes per mile)
11. Hillsborough Ave. from Longboat Blvd. to U.S. 301 – (14.73 miles)  
27 crashes (1.83 crashes per mile)
12. MLK Blvd. from I-4 to I-75 – (3.65 miles)  
6 crashes (1.64 crashes per mile)
13. Big Bend Rd. from U.S. 41 to U.S. 301 – (3.07 miles)  
5 crashes (1.63 crashes per mile)
14. I-4 from U.S. 301 to I-75 – (1.94 miles)  
3 crashes (1.55 crashes per mile)
15. Kings Ave. from Bloomingdale Ave. to Lumsden Rd. – (2.03 miles)  
3 crashes (1.48 crashes per mile)
16. Bell Shoals Rd. from Boyette Rd. to Bloomingdale Ave. – (2.76 miles)  
4 crashes (1.45 crashes per mile)
17. Fletcher Ave. from Armenia Ave. to 50th St. – (5.09 miles)  
7 crashes (1.38 crashes per mile)
18. Memorial Hwy from Hillsborough Ave. to Kelly Rd. – (1.47 miles)  
2 crashes (1.36 crashes per mile)
19. Lynn Turner from Gunn Hwy. to Ehrlich Rd. – (1.51 miles)  
2 crashes (1.32 crashes per mile)
20. Dale Mabry Hwy from Kennedy Blvd. to Columbus Dr. – (1.52 miles)  
1 crash (0.66 crashes per mile)

# VISION ZERO ACTION PLAN

**R**eaching ZERO requires a plan.

The action plan was developed over the course of a year with the Vision Zero Coalition. These action strategies came about through workshop discussions, public outreach, wikimap responses, data-driven analyses, and collaboration with various city, county, and enforcement agencies. Priority Vision Zero action steps are identified for each Action Track, which were prioritized based on a voting activity of participants at the third Vision Zero Coalition workshop. The four Action Tracks cover short-term, low-cost treatments (Paint Saves Lives), equitable enforcement (Consistent and Fair), public education strategies (One Message, Many Voices), and policies and programs (The Future Will Not Be Like the Past).



## COUNTDOWN TO VISION ZERO

The development of the Vision Zero Action Plan was just the beginning. It serves as the foundation for action, continued collaboration, and momentum towards a stronger culture of safety. The proactive implementation of the strategies, policies, and practices in the action plan will help to keep Vision Zero in the forefront of our community needs, measure progress towards safer streets, and keep the Vision Zero Coalition and the broader community engaged. The commitment of the Vision Zero stakeholders will be the true testament to our success.

## MEASURING PROGRESS

Progress on the goal areas for each Action Track is measured to determine our community's accomplishments in reducing severe crashes. Crash statistics and other performance indicators will continue to be monitored to quantify our success and identify areas for improved or refined strategies.

## ANNUAL PROGRESS REPORT

The performance of the effectiveness of the action plan strategies will be summarized and documented in an annual progress report to the Vision Zero Coalition. The data will provide the foundation for continued discussions and the development of ideas and innovations for improved safety on our streets.

## ACTIVATING THE VISION ZERO AGENDA

Vision Zero Hillsborough will be integrated into regular meetings and discussions of the Hillsborough Community Traffic Safety Team. This will provide a means for integrating Vision Zero objectives into planning, design, and enforcement initiatives. By sharing success stories, new opportunities and innovations for improved safety will be identified and placed into action.

Each year, the Vision Zero Coalition will reconvene to share updates on implementation of the Action Plan and to build on accomplishments through new actions and initiatives.







# PAINT SAVES LIVES

## GOAL 1:

### RAISE DRIVER AWARENESS OF PEOPLE WALKING AND BIKING BY USING HIGH-VISIBILITY MARKINGS ON THE TRANSPORTATION NETWORK

High visibility markings on transportation facilities provide visual cues to drivers that people walking and biking can be expected to be present in delineated zones on the transportation network. This awareness creates a safer travel environment for all users. Certain treatments are proven to be especially effective at slowing traffic, reducing crashes, and affecting driver behavior. These markings can include low-cost retrofits and temporary pop-up treatments, in compliance with the Federal Highway Administration's *Manual on Uniform Traffic Control Devices* (MUTCD). Pop-up treatments can be performed as student, civic or neighborhood group events, especially neighborhoods interested in implementing traffic calming strategies.

### How We Measure Success...

**1** Number of missing or poor condition crosswalks addressed

**2** Number of high-visibility crosswalks installed

**3** Number of student intersection mural painting events held

**4** Number of locations where green bicycle lanes installed

**5** Number of paint “bulb-outs” created at intersection corners

**6** Number of bike lanes supplemented with No Right Turn on Red signage

**7** Number of bike lanes supplemented with flex posts



# GOAL 1: / RAISE DRIVER AWARENESS OF PEOPLE WALKING AND BIKING BY USING HIGH-VISIBILITY MARKINGS ON THE TRANSPORTATION NETWORK

	TIMEFRAME	TAKING THE LEAD	PROVIDING SUPPORT	RESOURCES
<b>PRIORITY VISION ZERO ACTION: Install intersection murals at high-crash intersections near schools, working with the schools to have students participate to learn about Vision Zero and be involved in an interactive project</b>				
<ul style="list-style-type: none"> <li>• Start with severe pedestrian crash intersections that are within 1/8 mile of a school and within a community of concern</li> <li>• Work with the school system to refine the locations</li> <li>• Work with those schools' principals to develop a program for the students to participate</li> <li>• Enlist the support of jurisdiction traffic control authorities, such as Traffic Operations and police/sheriff</li> <li>• Within Tampa city limits, refer to the City policy for painting intersections</li> <li>• Hold events where students safely paint intersection murals with temporary paint</li> </ul>	<b>Start:</b> Immediately  <b>Completion:</b> On-going	<ul style="list-style-type: none"> <li>• MPO</li> <li>• Hillsborough County School Board</li> </ul>	<ul style="list-style-type: none"> <li>• FDOT</li> <li>• Hillsborough County</li> <li>• Local municipalities</li> <li>• Law enforcement agencies</li> </ul>	Various federal, state, and local funding sources  City of Tampa "Paint the Intersection" Program  Bike Walk Tampa Bay
<b>MID-TERM ACTION: Install crosswalk markings where they are missing or in poor condition</b>				
<ul style="list-style-type: none"> <li>• Determine methodology and criteria for identifying which crossing locations need high-visibility crosswalks, starting with intersections that experience severe pedestrian crashes and do not have existing crosswalks</li> <li>• Identify priority crossing locations to be addressed based on criteria identified</li> <li>• Coordinate implementation of crosswalk markings with street resurfacing projects to identify opportunities to integrate safe crossing improvements, such as new crosswalk markings, crosswalks on side streets, high emphasis crosswalk markings, or pedestrian crossing signals</li> <li>• Include crosswalks on side streets when a road is being resurfaced</li> </ul>	<b>Start:</b> Mid-2017  <b>Completion:</b> Summer 2019	<ul style="list-style-type: none"> <li>• FDOT</li> <li>• Hillsborough County</li> <li>• Local municipalities</li> </ul>	<ul style="list-style-type: none"> <li>• MPO</li> </ul>	Various federal, state, and local funding  Piggyback on routine resurfacing projects



# GOAL 1: RAISE DRIVER AWARENESS OF PEOPLE WALKING AND BIKING BY USING HIGH-VISIBILITY MARKINGS ON THE TRANSPORTATION NETWORK

	TIMEFRAME	TAKING THE LEAD	PROVIDING SUPPORT	RESOURCES
<b>MID-TERM ACTION : Install green bike lane markings and additional safety countermeasures along high-crash corridors in communities of concern</b>				
<ul style="list-style-type: none"> <li>• Determine methodology and criteria for identifying and prioritizing corridors for painted bicycle lanes, starting with high severe bicycle crash corridors that already have bicycle lanes. Supplement some locations with No Right Turn on Red signage. Supplement some locations with flex posts to emphasize the bike lane separation</li> <li>• Perform a systematic Google Streetview inspection of corridors of interest. Record observations of conditions relevant to painted bicycle lanes</li> <li>• Determine maintenance responsibility for each corridor</li> <li>• Estimate the program cost to install painted bicycle lanes</li> <li>• Each agency determines which corridors to be addressed</li> <li>• Include priority projects in maintenance budgets</li> </ul>	<b>Start:</b> Summer 2017  <b>Completion:</b> Summer 2019	<ul style="list-style-type: none"> <li>• FDOT</li> <li>• Hillsborough County</li> <li>• Local municipalities</li> </ul>	<ul style="list-style-type: none"> <li>• MPO</li> </ul>	Various federal, state, and local funding sources
<b>MID-TERM ACTION : Hold a contest with high school students inviting them to design wraps for traffic control boxes</b>				
<ul style="list-style-type: none"> <li>• Use the MPO's School Transportation Working Group to hold the contest</li> <li>• Determine the structure of the contest: individualized or groups</li> <li>• FDOT can provide wraps for signal control boxes on state roads that can be used by students for a design contest</li> </ul>	<b>Start:</b> Fall 2017  <b>Completion:</b> Spring 2018	<ul style="list-style-type: none"> <li>• MPO School Transportation Working Group</li> </ul>	<ul style="list-style-type: none"> <li>• FDOT</li> <li>• Hillsborough County School Board</li> </ul>	FDOT provides wraps  Various local funding sources for supplies

# PAINT SAVES LIVES

## GOAL 2: IMPLEMENT LOW-COST TREATMENTS TO IMPROVE THE SAFETY OF THE ROADWAY, PARTICULARLY FOR VULNERABLE USERS

Some treatments to improve roadway safety can be accomplished at little or even essentially no cost, especially when incorporated into larger projects such as roadway reconstruction or resurfacing projects.

### How We Measure Success...

**1** Number of miles of buffered bicycle lanes added to roads

**2** Number of miles of auditory vibration treatments added

**3** Number of corridors with narrowed vehicle travel lanes

**4** Number of miles of narrowed vehicle travel lanes





**5** Number of  
signalized  
intersections  
with Leading  
Pedestrian  
Intervals added

**6** Number of  
signalized  
intersections  
that have  
had all-walk  
phases added

**7** Number of  
severe crashes,  
including  
vulnerable users,  
at high crash  
locations





## GOAL 2: / IMPLEMENT LOW-COST TREATMENTS TO IMPROVE THE SAFETY OF THE ROADWAY, PARTICULARLY FOR VULNERABLE USERS

	TIMEFRAME	TAKING THE LEAD	PROVIDING SUPPORT	RESOURCES
<b>PRIORITY VISION ZERO ACTION: Integrate roadway safety improvements into resurfacing or reconstruction projects, such as bicycle lanes, buffered bicycle lanes, crosswalks on side streets of major roads, auditory vibration treatments (rumble strips), and roadway pavement safety edges</b>				
<ul style="list-style-type: none"> <li>• Identify roadway construction or resurfacing projects that present opportunities to incorporate safety improvements</li> <li>• Adopt policies that require assessing the feasibility of integrating low cost treatments into resurfacing or reconstruction projects</li> <li>• Evaluate bike-friendly rumble strips between bike lanes and vehicle lanes, especially on curves and high-freight areas</li> </ul>	<b>Start:</b> Fall 2017  <b>Completion:</b> Summer 2019	<ul style="list-style-type: none"> <li>• FDOT</li> <li>• Hillsborough County</li> <li>• Local municipalities</li> </ul>	<ul style="list-style-type: none"> <li>• MPO</li> </ul>	Staff time; coordinate with resurfacing projects
<b>UNDERWAY ACTION: Engage interested neighborhood organizations or civic groups to hold events around pop-up treatments for traffic calming</b>				
<ul style="list-style-type: none"> <li>• Identify and approach groups who may be interested in participating in pop-up events</li> <li>• Provide planning and materials support to groups who commit</li> <li>• Involve agencies with jurisdiction, such as engineering, public works and public safety departments</li> </ul>	<b>Start:</b> Summer 2017  <b>Completion:</b> Summer 2019	<ul style="list-style-type: none"> <li>• FDOT</li> <li>• Hillsborough County</li> <li>• Local municipalities</li> <li>• Neighborhood &amp; Civic groups</li> </ul>	<ul style="list-style-type: none"> <li>• MPO</li> </ul>	<ul style="list-style-type: none"> <li>• Sponsorship</li> <li>• Materials</li> <li>• Traffic and safety management at the event</li> </ul>
<b>UNDERWAY ACTION: Add Leading Pedestrian Intervals (LPI) to signalized intersections. An LPI is a 3-7 second pedestrian-only phase that gives pedestrians a head start, with the effect that turning vehicles are more likely to see and yield to those pedestrians already in the crosswalk.</b>				
<ul style="list-style-type: none"> <li>• Review signalized intersections on severe crash corridors to identify candidates for adding Leading Pedestrian Intervals and all-walk phases</li> <li>• Add LPIs and all-walk phases to the signal timing at suitable intersections</li> <li>• Add all-walk phases to signalized intersections near schools during intake and dismissal periods</li> </ul>	<b>Start:</b> Summer 2017  <b>Completion:</b> Summer 2019	<ul style="list-style-type: none"> <li>• FDOT</li> <li>• Hillsborough County</li> <li>• Local municipalities</li> </ul>	<ul style="list-style-type: none"> <li>• MPO</li> </ul>	Depending upon the specific capabilities of signal timing, it can be possible to add LPIs to many intersections with very little time and effort.

**GOAL 2:****IMPLEMENT LOW-COST TREATMENTS TO IMPROVE THE SAFETY OF THE ROADWAY,  
PARTICULARLY FOR VULNERABLE USERS**

	TIMEFRAME	TAKING THE LEAD	PROVIDING SUPPORT	RESOURCES
▶ <b>LONG-TERM ACTION :</b> Consistent with FDOT's Complete Streets policy, narrow vehicular travel lanes in high severe crash corridors and/or reduce the number of vehicular travel lanes if supported by traffic volumes				
<ul style="list-style-type: none"><li>• Identify corridors for implementation</li><li>• Plan for implementation at the next good opportunity, such as the next scheduled roadway resurfacing or reconstruction project</li></ul>	<b>Start:</b> Summer 2017  <b>Completion:</b> Summer 2019	<ul style="list-style-type: none"><li>• FDOT</li><li>• Hillsborough County</li><li>• Local municipalities</li></ul>	<ul style="list-style-type: none"><li>• MPO</li></ul>	Other than minor design effort, there are essentially no additional resources required

# ONE MESSAGE, MANY VOICES

## GOAL 1:

### INCREASE AWARENESS OF VISION ZERO TO INFLUENCE SAFER BEHAVIORS ON OUR ROADWAYS

The success of Vision Zero relies on the support and backing of a broad base of people, from the public up to elected officials. There are different methods of reaching different audiences. These different methods should be identified, along with the appropriate messages for each audience. Social media will be a useful tool in reaching a broad range of people, but in-person outreach also needs to occur across the county to develop Vision Zero champions throughout.

### How We Measure Success...

**1** Number of Facebook Followers

**2** Number of Vision Zero Events Held

**3** Continued Involvement of Vision Zero Coalition

**4** Number of social media engagements - tweets, posts, news articles





A screenshot of the Facebook page for Vision Zero Hillsborough. The page header shows the profile picture (a map of Florida with 'VZO' on it) and the name 'Vision Zero Hillsborough' with the handle '@VisionZeroHillsborough'. The left sidebar contains navigation links: Home, Posts, Reviews, Videos, Photos, About, Community, Events, Promote, and Manage Promotions. The main content area features a cover photo of a busy street with a text overlay: 'Working Towards Zero Traffic Deaths in Hillsborough County'. Below the cover photo are interactive buttons: 'Like', 'Following', 'Share', and 'Send Email'. A section titled 'Write something...' offers options to 'Share a photo or video', 'Advertise your business', 'Start a Live Video', and 'Get phone calls'. Another section offers 'Help people find your business', 'Create an event', 'Create an offer', and 'Write a note'. A post from 'Vision Zero Hillsborough' is visible, dated August 12 at 7:35pm, with the text: 'A major step in the right direction. "If you're not working on speed, you're not working on Vision Zero." Leah Shahum, Vision Zero Network'. The bottom of the page shows language options: English (US), Español, and Português (Brasil).



# GOAL 1: / INCREASE AWARENESS OF VISION ZERO TO INFLUENCE SAFER BEHAVIORS ON OUR ROADWAYS

	TIMEFRAME	TAKING THE LEAD	PROVIDING SUPPORT	RESOURCES
<b>PRIORITY VISION ZERO ACTION: Develop a broad-based marketing strategy to influence behavior and create support for Vision Zero</b>				
<ul style="list-style-type: none"> <li>• Form an organizing committee to plan the summit</li> <li>• Identify venue and date for summit</li> <li>• Formalize purpose and desired outcomes of summit</li> <li>• Identify guest speakers, break out groups, and format of the summit</li> <li>• Identify sponsors</li> </ul>	<b>Start:</b> Summer 2017  <b>Completion:</b> On-going	<ul style="list-style-type: none"> <li>• MPO</li> <li>• FDOT</li> </ul>	<ul style="list-style-type: none"> <li>• Cox Media</li> <li>• Walk Bike Tampa</li> <li>• Bike Walk Tampa Bay</li> <li>• Media partners (Tampa Bay Times, 83 Degrees Media, news media stations)</li> <li>• Hillsborough Area Regional Transit (HART)</li> <li>• AARP</li> <li>• AAA</li> </ul>	Alert Today, Alive Tomorrow campaign by FDOT  HART safety messages on buses
<b>UNDERWAY ACTION: Create and sustain a Facebook page to broaden the reach of the Vision Zero message</b>				
<ul style="list-style-type: none"> <li>• Continue providing updates and posting relevant information</li> <li>• Grow the number of followers and the number of shares and likes on posts</li> <li>• Identify data points that jump out and resonate with people and use them in infographics on Facebook posts</li> <li>• Develop a long-term plan for continuing to manage the Facebook page</li> </ul>	<b>Start:</b> Underway  <b>Completion:</b> on-going	<ul style="list-style-type: none"> <li>• MPO</li> <li>• Walk Bike Tampa</li> </ul>	<ul style="list-style-type: none"> <li>• Vision Zero Coalition members to share page and spread the word</li> </ul>	Staff time to keep the page updated
<b>UNDERWAY ACTION: Meet with community leaders to recruit their support</b>				
<ul style="list-style-type: none"> <li>• Develop list of community leaders to speak with about Vision Zero</li> <li>• Identify ways they can be involved and provide support</li> <li>• Identify speaking opportunities and develop appropriate talking points to their backgrounds</li> </ul>	<b>Start:</b> Underway  <b>Completion:</b> End of 2017	<ul style="list-style-type: none"> <li>• Walk Bike Tampa</li> </ul>	<ul style="list-style-type: none"> <li>• MPO</li> </ul>	Staff time to schedule and attend meetings



# GOAL 1: INCREASE AWARENESS OF VISION ZERO TO INFLUENCE SAFER BEHAVIORS ON OUR ROADWAYS

	TIMEFRAME	TAKING THE LEAD	PROVIDING SUPPORT	RESOURCES
<b>▶ UNDERWAY ACTION: Hold a Tampa Bay Safe Streets Summit</b>				
<ul style="list-style-type: none"> <li>• Form an organizing committee to plan the summit</li> <li>• Identify venue and date for summit</li> <li>• Formalize purpose and desired outcomes of summit</li> <li>• Identify guest speakers, break out groups, and format of the summit</li> <li>• Identify sponsors</li> </ul>	<b>Start:</b> Planning underway  <b>Completion:</b> Summit held February 2018	<ul style="list-style-type: none"> <li>• MPO</li> </ul>	<ul style="list-style-type: none"> <li>• Vision Zero Coalition</li> <li>• Walk Bike Tampa</li> <li>• Bike Walk Tampa Bay</li> </ul>	Staff resources
<b>▶ UNDERWAY ACTION: Create an asset map of local traffic safety coalitions to share resources and consistent messaging</b>				
<ul style="list-style-type: none"> <li>• Begin documenting the various groups in Hillsborough County with efforts that fall in line with Vision Zero. Bike Walk Tampa Bay started a list of these partner groups that can be built from.</li> <li>• Identify points of contact for each of these organizations/agencies</li> <li>• Develop a strategy for rallying these organizations around the common theme of Vision Zero and methods for regularly communicating new programs/initiatives/events and sharing new resources, studies, reports</li> </ul>	<b>Start:</b> Underway  <b>Completion:</b> On-going	<ul style="list-style-type: none"> <li>• MPO</li> </ul>	<ul style="list-style-type: none"> <li>• FDOT</li> <li>• Bike Walk Tampa Bay</li> <li>• Hillsborough County</li> <li>• City of Tampa</li> <li>• City of Temple Terrace</li> <li>• City of Plant City</li> </ul>	Staff time to develop asset map
<b>▶ MID-TERM ACTION: Create a Speakers Bureau with a calendar of speaking engagements</b>				
<ul style="list-style-type: none"> <li>• Identify people willing to participate as a speaker, reflecting a broad range of stakeholders (high-profile business people, community leaders, teachers, government employees/officials)</li> <li>• Recruit Vision Zero Coalition members to join the Speakers Bureau</li> <li>• Provide training on how to frame the message</li> <li>• Develop a calendar of speakers and who they should be presenting to (elected boards, community groups, neighborhood groups, schools, etc.) and who will present at which</li> </ul>	<b>Start:</b> Mid-2017  <b>Completion:</b> Summer 2019	<ul style="list-style-type: none"> <li>• MPO</li> <li>• AARP</li> </ul>	<ul style="list-style-type: none"> <li>• Walk Bike Tampa</li> <li>• Vision Zero Coalition members</li> <li>• University of South Florida, Center for Urban Transportation Research</li> </ul>	Staff time to schedule and attend engagements; coordinating speakers bureau

# GOAL 1: / INCREASE AWARENESS OF VISION ZERO TO INFLUENCE SAFER BEHAVIORS ON OUR ROADWAYS

	TIMEFRAME	TAKING THE LEAD	PROVIDING SUPPORT	RESOURCES
<b>▶ LONG-TERM ACTION : Incorporate Vision Zero into City Of Tampa Neighborhood University Curriculum</b>				
<ul style="list-style-type: none"> <li>• Coordinate with City of Tampa staff on incorporating Vision Zero into the curriculum</li> <li>• Train City staff in presenting the Vision Zero PowerPoint</li> <li>• Develop ways of engaging neighborhoods in Vision Zero and empowering neighborhood leaders around</li> </ul>	<p><b>Start:</b> Discuss with City staff by Summer 2017</p> <p><b>Completion:</b> Incorporate into curriculum by mid-2018</p>	<ul style="list-style-type: none"> <li>• City of Tampa Neighborhoods Department</li> </ul>	<ul style="list-style-type: none"> <li>• Walk Bike Tampa</li> <li>• MPO</li> </ul>	Staff resources
<b>▶ LONG-TERM ACTION : Provide governmental staff an orientation on Vision Zero to integrate it into the lexicon and institutional knowledge of all government departments and agencies</b>				
<ul style="list-style-type: none"> <li>• Appoint a staff person to lead this effort to represent each of the associated governmental entities: MPO, Hillsborough County, Tampa, Temple Terrace, and Plant City</li> <li>• MPO staff provide an overview and orientation to the appointed staff persons</li> <li>• Government agencies schedule and conduct orientations for various departments</li> </ul>	<p><b>Start:</b> Appoint government staff representative by end of 2017</p> <p><b>Completion:</b> Provide Vision Zero Orientation to all government agency departments by Summer 2018</p>	<ul style="list-style-type: none"> <li>• MPO</li> </ul>	<ul style="list-style-type: none"> <li>• FDOT</li> <li>• Hillsborough County</li> <li>• Tampa-appointed staff person</li> <li>• Temple Terrace-appointed staff person</li> <li>• Plant City-appointed staff person</li> </ul>	Staff resources
<b>▶ LONG-TERM ACTION : Incorporate Vision Zero into elementary, middle, and high school curriculum</b>				
<ul style="list-style-type: none"> <li>• Develop a school-based one or two-hour class that is provided to students at all levels</li> <li>• Identify the curriculum and messages to cover</li> <li>• Work with the School Board to determine a strategy for incorporating this short class into the school year</li> <li>• Determine method for providing the class, whether through teach trainings or large-scale auditorium arrangements</li> </ul>	<p><b>Start:</b> Begin conversation with School Board by end of 2017</p> <p><b>Completion:</b> Implement class strategy for 2018-2019 school year</p>	<ul style="list-style-type: none"> <li>• Hillsborough County School Board</li> </ul>	<ul style="list-style-type: none"> <li>• MPO</li> </ul>	Staff resources

# GOAL 1: / INCREASE AWARENESS OF VISION ZERO TO INFLUENCE SAFER BEHAVIORS ON OUR ROADWAYS

	TIMEFRAME	TAKING THE LEAD	PROVIDING SUPPORT	RESOURCES
▶ <b>LONG-TERM ACTION :</b> Develop a coordinated program to brand Vision Zero-consistent projects to heighten safety awareness				
<ul style="list-style-type: none"> <li>• Brand Vision Zero consistent projects through temporary “pop-up” branding in Vision Zero corridors and paid advertising strategies such as bill boards, bus stop ads, safety educational stickers, etc.</li> </ul>	<b>Start:</b> Spring 2018  <b>Completion:</b> On-going	<ul style="list-style-type: none"> <li>• FDOT</li> <li>• Hillsborough County</li> <li>• Local municipalities</li> </ul>	<ul style="list-style-type: none"> <li>• MPO</li> <li>• HART</li> </ul>	Staff resources, production of sign and other branding elements



# ONE MESSAGE, MANY VOICES

## **GOAL 2: ENGAGE WITH VICTIMS OF TRAFFIC VIOLENCE AND THEIR FAMILIES TO PROVIDE THEM A SUPPORT SYSTEM AND A PLATFORM FOR THEIR VOICES TO BE HEARD**

Families of victims need a support system; other cities have created groups that provide an outlet for families suffering from loss and the opportunity to connect with other families in similar situations. By bringing these people together, it strengthens their voice to share their stories and influence lawmakers and the public. The stories of loved ones lost to traffic violence should be shared to remind people that their actions on the roadways have real consequences. This is to change the culture to understand that the high number of traffic fatalities is no longer status quo and accepted.

### How We Measure Success...

**1** Number of events held honoring victims

**2** Families for Safe Streets chapter is established

**3** Walk or march is held and becomes annual event

**4** Stories of victims are shared when a fatality occurs









## GOAL 2: / ENGAGE WITH VICTIMS OF TRAFFIC VIOLENCE AND THEIR FAMILIES TO PROVIDE THEM A SUPPORT SYSTEM AND A PLATFORM FOR THEIR VOICES TO BE HEARD

	TIMEFRAME	TAKING THE LEAD	PROVIDING SUPPORT	RESOURCES
<b>PRIORITY VISION ZERO ACTION: Create a Families for Safe Streets chapter</b>				
<ul style="list-style-type: none"> <li>• Identify or recruit someone to lead this effort and to recruit additional members</li> <li>• Review the organizational structure that other cities have formed in setting up their chapters</li> <li>• Work with hospitals to inform families of victims of traffic violence about this group</li> </ul>	<b>Start:</b> Immediately  <b>Completion:</b> Formed by end of 2017	<ul style="list-style-type: none"> <li>• Walk Bike Tampa</li> </ul>	<ul style="list-style-type: none"> <li>• Mothers Against Drunk Driving (MADD)</li> <li>• Hospital trauma units</li> <li>• Fire Rescue and other first responders</li> </ul>	Staff time
<b>UNDERWAY ACTION: Attend Tampa General Hospital's Day of Remembrance for Trauma Victims in May 2017</b>				
<ul style="list-style-type: none"> <li>• Prepare materials to share</li> <li>• Provide methods for victims and their families to get engaged in this effort</li> </ul>	<b>Start:</b> Underway  <b>Completion:</b> May 2017	<ul style="list-style-type: none"> <li>• MPO</li> </ul>	<ul style="list-style-type: none"> <li>• Walk Bike Tampa</li> </ul>	Staff time
<b>MID-TERM ACTION: Hold a press conference on Vision Zero with families of victims of traffic violence</b>				
<ul style="list-style-type: none"> <li>• Identify the appropriate time, forum and purpose for the press conference</li> <li>• Invite family members of victims of traffic violence to the press conference</li> <li>• Invite various press from different mediums</li> </ul>	<b>Start:</b> Begin planning Summer 2017  <b>Completion:</b> August 22, 2017 , to coincide with final Vision Zero Coalition workshop	<ul style="list-style-type: none"> <li>• MPO</li> <li>• Walk Bike Tampa</li> </ul>	<ul style="list-style-type: none"> <li>• Bike Walk Tampa Bay</li> <li>• Media partners (Tampa Bay Times, Cox Media, 83 Degrees Media, news media stations)</li> </ul>	Staff time



**GOAL 2:****ENGAGE WITH VICTIMS OF TRAFFIC VIOLENCE AND THEIR FAMILIES TO PROVIDE THEM A SUPPORT SYSTEM AND A PLATFORM FOR THEIR VOICES TO BE HEARD**

	TIMEFRAME	TAKING THE LEAD	PROVIDING SUPPORT	RESOURCES
▶ <b>LONG-TERM ACTION : Hold a march or walk in remembrance of those who have lost their lives due to traffic violence (November 18 is the World Day of Remembrance for Road Traffic Victims)</b>				
<ul style="list-style-type: none"> <li>• Organize a planning committee</li> <li>• Identify route for march</li> <li>• Secure permission from City of Tampa/Hillsborough County</li> <li>• Coordinate with Families for Safe Streets chapter</li> <li>• Publicize the event in the media to encourage people to attend</li> <li>• Secure sponsorships</li> </ul>	<p><b>Start:</b> Planning summer / early fall 2017</p> <p><b>Completion:</b> March held on Nov 18, 2017 and occurs annually</p>	<ul style="list-style-type: none"> <li>• MPO</li> <li>• Walk Bike Tampa</li> </ul>	<ul style="list-style-type: none"> <li>• Families for Safe Streets (when organized)</li> <li>• City of Tampa</li> <li>• Hillsborough County</li> </ul>	Staff and volunteer resources
▶ <b>LONG-TERM ACTION: Work with media and hospitals to identify methods for learning about the victims of crashes, their name, age, and who they were to personalize the stories and elevate the discussion of this issue locally</b>				
<ul style="list-style-type: none"> <li>• Review police crash reports</li> <li>• Create a formal letter to provide to hospitals for distribution to families of victims to make them aware of the Families for Safe Streets chapter</li> </ul>	<p><b>Start:</b> Fall 2017</p> <p><b>Completion:</b> Method identified and implemented by end of 2018</p>	<ul style="list-style-type: none"> <li>• Walk Bike Tampa</li> </ul>	<ul style="list-style-type: none"> <li>• Hospital trauma units</li> <li>• Media</li> <li>• Families for Safe Streets (when organized)</li> </ul>	Staff resources
▶ <b>LONG-TERM ACTION: Create a website page or Facebook page remembering victims of traffic violence "Traffic violence doesn't discriminate"</b>				
<ul style="list-style-type: none"> <li>• Gain permission from victims' families to include them on website</li> <li>• Setup website</li> <li>• Update regularly</li> <li>• Share and present to elected officials to request their continuing support on Vision Zero and traffic safety</li> </ul>	<p><b>Start:</b> Begin identifying victims and contacting families late 2017</p> <p><b>Completion:</b> On-going</p>	<ul style="list-style-type: none"> <li>• Walk Bike Tampa</li> </ul>	<ul style="list-style-type: none"> <li>• Families for Safe Streets (when organized)</li> <li>• MADD</li> </ul>	Staff resources

# CONSISTENT & FAIR

## GOAL 1:

### LEVERAGE THE CAPABILITIES AND EXISTING RESOURCES OF THE COMMUNITY TRAFFIC SAFETY TEAM AS A COMMUNITY LAW ENFORCEMENT PARTNERSHIP

Traffic enforcement is routinely conducted by numerous agencies within Hillsborough County, including the Hillsborough County Sheriff's Office, City of Tampa Police, City of Temple Terrace Police, City of Plant City Police, and Florida Highway Patrol. Despite these ongoing efforts, the need for traffic enforcement is greater than the availability of law enforcement resources. There may be opportunities to increase the impact of existing efforts by coordinating and publicizing traffic enforcement activities. This could be done through integration with an existing committee structure, such as the Community Traffic Safety Team.

## How We Measure Success...

**1** Media coverage of Task Force formation and periodic activities

**2** Increases in positive public perception of increased traffic enforcement

**3** Positive changes in road user behavior on targeted corridors







# GOAL 1: / LEVERAGE THE CAPABILITIES AND EXISTING RESOURCES OF THE COMMUNITY TRAFFIC SAFETY TEAM AS A COMMUNITY LAW ENFORCEMENT PARTNERSHIP

	TIMEFRAME	TAKING THE LEAD	PROVIDING SUPPORT	RESOURCES
<b>PRIORITY VISION ZERO ACTION: Support legislation that strengthens consistent and fair enforcement of traffic laws</b>				
<ul style="list-style-type: none"> <li>• Support the use and development of technologies that seek to create safer vehicles and roadway conditions that foster improved safety for the traveling public</li> <li>• Review other states' legislation providing higher fines in safety-priority areas; see Virginia Highway Safety Corridors as an example</li> <li>• Review outcomes of red light running camera deployment in Florida</li> <li>• Review proposals for making electronic distraction a primary offense</li> <li>• Review outcomes of speed camera deployment in other states</li> <li>• Develop talking points</li> <li>• Consult with legislators</li> <li>• Engage stakeholders and interest groups</li> </ul>	<b>Start:</b> Underway  <b>Completion:</b> Spring 2020	<ul style="list-style-type: none"> <li>• MPO</li> <li>• Hillsborough County Sheriff's Office</li> </ul>	<ul style="list-style-type: none"> <li>• Local government legislative affairs officers,</li> <li>• Law Enforcement Agencies</li> </ul>	Staff time
<b>UNDERWAY ACTION: Engage law enforcement and the Community Traffic Safety Team (CTST) in Vision Zero initiative</b>				
<ul style="list-style-type: none"> <li>• Recruit and expand the involvement of area law enforcement agencies into Vision Zero</li> <li>• Convene CTST workshop on Vision Zero</li> <li>• Draft framework, including purpose and planned activities, to strengthen the data-driven and community-oriented approach to enforcement</li> </ul>	<b>Start/Complete:</b> Fall 2017	<ul style="list-style-type: none"> <li>• MPO</li> </ul>	<ul style="list-style-type: none"> <li>• FHP</li> <li>• HCSO</li> <li>• TPD</li> <li>• FDOT</li> <li>• Other Law Enforcement Agencies</li> </ul>	<ul style="list-style-type: none"> <li>• Staff time, meeting space</li> <li>• "Arrive Alive" Campaign</li> </ul>

# GOAL 1: / LEVERAGE THE CAPABILITIES AND EXISTING RESOURCES OF THE COMMUNITY TRAFFIC SAFETY TEAM AS A COMMUNITY LAW ENFORCEMENT PARTNERSHIP

	TIMEFRAME	TAKING THE LEAD	PROVIDING SUPPORT	RESOURCES
<b>MID-TERM ACTION: Develop and implement Media Plan to announce CTST Vision Zero initiative and publicize its periodic enforcement activities</b>				
<ul style="list-style-type: none"> <li>• Convene periodic meetings of Public Information Officers (PIOs) from Law Enforcement Agencies (LEAs), MPO, and county/cities</li> <li>• Develop Media Plan and approach for community-oriented enforcement news events</li> <li>• Prepare sample media advisory</li> </ul>	<b>Start:</b> Fall 2017 <b>Completion:</b> Ongoing	<ul style="list-style-type: none"> <li>• Interested PIO</li> <li>• MPO</li> </ul>	<ul style="list-style-type: none"> <li>• CTST members</li> <li>• Public Information Officers (PIOs) from Law Enforcement Agencies</li> <li>• County</li> <li>• Cities</li> </ul>	Staff time, meeting space
<b>MID-TERM ACTION : Identify hazardous school crossings for the School Crossing Program</b>				
<ul style="list-style-type: none"> <li>• Identify roadway crossing locations near schools that are classified as having hazardous walking conditions, as defined by state statute</li> </ul>	<b>Start:</b> Fall 2017 <b>Completion:</b> Ongoing	<ul style="list-style-type: none"> <li>• Hillsborough County School District</li> <li>• HCSO</li> </ul>	<ul style="list-style-type: none"> <li>• MPO</li> <li>• Other Law Enforcement Agencies</li> </ul>	School Crossing Program funds DDACS
<b>MID-TERM ACTION : Expand the data-driven approach to support the Vision Zero efforts and address more topics in traffic law enforcement</b>				
<ul style="list-style-type: none"> <li>• Review the current deployment and potential unfunded needs for the School Crossing Guard program</li> <li>• Encourage law enforcement partners to incorporate the use of data-driven analytics and road safety assessments within each of their respective traffic safety programs</li> <li>• Provide training opportunities for all Vision Zero partners, both public and private, that encourage the use of data-driven analytics and road safety assessments</li> <li>• Assist smaller jurisdictions</li> <li>• Address other topics as they arise</li> </ul>	<b>Start:</b> Fall 2017 <b>Completion:</b> Spring 2018	<ul style="list-style-type: none"> <li>• MPO</li> <li>• HCSO</li> </ul>	<ul style="list-style-type: none"> <li>• Hillsborough County School District</li> <li>• TPD Community Resource Meetings</li> <li>• TPD Citizens Review Board</li> <li>• Other area Law Enforcement Agencies</li> </ul>	DDACS

# CONSISTENT & FAIR

## GOAL 2: ESTABLISH A VISION ZERO “CONSISTENT & FAIR” CORRIDOR PROGRAM

Geospatial analysis of fatal and serious injury crash data identifies specific corridors in Hillsborough County with substantial numbers of fatal and serious injury crashes. Designating such locations as Vision Zero Corridors with conspicuous traffic signs can alert road users to safety concerns and raise awareness of targeted traffic enforcement.

### How We Measure Success...

**1** Media coverage of Vision Zero Corridor designations

**2** Law enforcement officer deployments to Vision Zero corridors

**3** Decreased number of severe crashes occurring on identified Vision Zero corridors

**4** Long-term reductions in fatal and serious injury crashes on targeted corridors







## GOAL 2: / ESTABLISH A VISION ZERO “CONSISTENT & FAIR” CORRIDOR PROGRAM

	TIMEFRAME	TAKING THE LEAD	PROVIDING SUPPORT	RESOURCES
<b>PRIORITY VISION ZERO ACTION: Employ a data-driven approach including analysis of historical crash data to identify locations to designate as Vision Zero severe crash corridors to focus efforts and resources on</b>				
<ul style="list-style-type: none"> <li>• Encourage law enforcement partners to provide law enforcement resources of those locations most often affected by fatality and serious injury crashes</li> <li>• Prepare and review geospatial data for fatal and serious injury crashes</li> <li>• Identify a limited number of corridors with substantial numbers of fatal and serious injury crashes</li> <li>• Document in Vision Zero Action Plan</li> </ul>	<b>Start:</b> Underway  <b>Completion:</b> Summer 2017	<ul style="list-style-type: none"> <li>• MPO</li> <li>• Hillsborough County Sheriff's Office</li> </ul>	<ul style="list-style-type: none"> <li>• Vision Zero Coalition</li> </ul>	Staff time
<b>MID-TERM ACTION: Ensure that Vision Zero corridors are perceived as fair &amp; consistent, and sensitive to concerns among minority communities regarding policing practices</b>				
<ul style="list-style-type: none"> <li>• Form stakeholder committees to provide more focused attention and input into each of the designated Vision Zero corridors</li> <li>• Organize “Open Streets” events to encourage community members to rebuild pride-of-place in high-crash corridors. Incorporate art and play</li> </ul>	<b>Start:</b> Fall 2017  <b>Completion:</b> Ongoing	<ul style="list-style-type: none"> <li>• MPO</li> <li>• Local government neighborhood relations officers</li> <li>• Walk-Bike Tampa</li> <li>• Bike/Walk Tampa Bay</li> </ul>	<ul style="list-style-type: none"> <li>• Area law enforcement agencies</li> <li>• TPD Community Resource Meetings</li> <li>• TPD Citizens Review Board</li> <li>• Civic groups in affected areas</li> </ul>	Staff time
<b>MID-TERM ACTION: Develop a signing strategy to be implemented on Vision Zero corridors, including messages that traffic laws are strictly enforced</b>				
<ul style="list-style-type: none"> <li>• Work with Community Traffic Safety Team to identify key themes and messages</li> <li>• Develop graphics either in-house or with consultant support</li> <li>• Test public response with Vision Zero Corridor stakeholder groups</li> </ul>	<b>Start:</b> Fall 2017  <b>Completion:</b> Winter 2018	<ul style="list-style-type: none"> <li>• MPO</li> <li>• FDOT</li> </ul>	<ul style="list-style-type: none"> <li>• Area law enforcement agencies</li> </ul>	<ul style="list-style-type: none"> <li>• Staff time</li> <li>• Cost to fabricate and install signs</li> </ul>

## 2 GOAL 2: / ESTABLISH A VISION ZERO “CONSISTENT & FAIR” CORRIDOR PROGRAM

	TIMEFRAME	TAKING THE LEAD	PROVIDING SUPPORT	RESOURCES
▶ <b>LONG-TERM ACTION : Announce designation of Vision Zero corridors</b>				
<ul style="list-style-type: none"> <li>• Build on Media Plan drafted for Goal 1</li> <li>• Prepare media advisory</li> <li>• Provide photos of corridor signs and map of locations for use by media</li> <li>• Conduct pre-deployment interviews</li> <li>• Inform/invite stakeholders</li> </ul>	<b>Start/complete:</b> Winter 2018	<ul style="list-style-type: none"> <li>• MPO</li> </ul>	<ul style="list-style-type: none"> <li>• Public Information Officers (PIOs) from law enforcement agencies</li> <li>• TPD Community Resource Meetings</li> <li>• TPD Citizens Review Board</li> </ul>	<ul style="list-style-type: none"> <li>• Staff time</li> </ul>
▶ <b>LONG-TERM ACTION : Conduct targeted enforcement details</b>				
<ul style="list-style-type: none"> <li>• Refine geospatial data to target specific locations, times of day, and contributing factors in the designated Vision Zero Corridors</li> <li>• Develop a schedule of enforcement details in coordination with the “Open Streets” events</li> <li>• Conduct targeted enforcement details</li> <li>• Identify potential grant funding</li> <li>• Closely monitor outcomes for fairness and consistency. If needed, make adjustments without delay</li> </ul>	<b>Start:</b> Winter 2018  <b>Completion:</b> Ongoing	<ul style="list-style-type: none"> <li>• Hillsborough County Sheriff’s Office</li> <li>• Tampa Police Dept.</li> </ul>	<ul style="list-style-type: none"> <li>• MPO</li> <li>• Civic groups in affected areas</li> </ul>	<ul style="list-style-type: none"> <li>• Staff time</li> <li>• DDACS</li> </ul>



# THE FUTURE WILL NOT BE LIKE THE PAST

## GOAL 1:

### UPDATE POLICIES, STANDARDS AND PROCEDURES TO FOSTER A CULTURE OF SAFETY IN THE PLANNING AND DESIGN OF THE TRANSPORTATION SYSTEM

A culture of transportation safety is evolving in Hillsborough County. State and local policies and procedures are an important aspect of and foundation for this cultural shift. New and re-constructed roads will be built by state and local government, and in many cases, private developers. The actions and initiatives below provide strategies to provide safer travel conditions through enhanced policies, standards, programs and procedures.

## How We Measure Success...

1

Transportation manuals and local government LDCs routinely reviewed and amended

2

FDOT Design Standard Index 600 Series updated to include bicycle considerations in MOT plans

3

Training program and curriculum developed and training sessions conducted

4

Establish context classifications for major roads





# GOAL 1: / UPDATE POLICIES, STANDARDS AND PROCEDURES TO FOSTER A CULTURE OF SAFETY IN THE PLANNING AND DESIGN OF THE TRANSPORTATION SYSTEM

	TIMEFRAME	TAKING THE LEAD	PROVIDING SUPPORT	RESOURCES
<b>PRIORITY VISION ZERO ACTION: Enhance requirements in local Land Development Codes (LDC) related to safe and connected transportation facility design</b>				
<ul style="list-style-type: none"> <li>• Review current local LDCs through a Vision Zero lens to define opportunities to improve safety and multimodal connectivity</li> <li>• Recommend guidelines for the installation of mid-block crossings concurrent with higher-density developments along major roads</li> <li>• In collaboration with agency stakeholders and the development community, define one or two focus areas for enhanced LDC provisions related to safe, connected and accessible transportation facilities</li> <li>• Amend LDCs to include enhanced provisions</li> </ul>	<b>Start:</b> Fall 2017  <b>Completion:</b> Fall 2018	<ul style="list-style-type: none"> <li>• Hillsborough County</li> <li>• Local municipalities</li> </ul>	<ul style="list-style-type: none"> <li>• Planning Commission</li> <li>• MPO</li> <li>• Developer representatives</li> </ul>	Staff time
<b>MID-TERM ACTION: Enhance requirements in transportation technical manuals related to safe and connected transportation facility design</b>				
<ul style="list-style-type: none"> <li>• Within the ongoing review cycles of technical manuals, define opportunities to improve transportation safety and connectivity</li> <li>• Meet with development community and other Vision Zero stakeholders for input and perspectives</li> <li>• Define opportunities to enhance provisions in technical manuals related to safe, connected and accessible transportation facilities</li> <li>• Amend technical manuals to include enhanced provisions</li> </ul>	<b>Start:</b> Fall 2017  <b>Completion:</b> On-going	<ul style="list-style-type: none"> <li>• FDOT</li> <li>• Hillsborough County</li> <li>• Local municipalities</li> </ul>	<ul style="list-style-type: none"> <li>• MPO</li> <li>• Developer representatives</li> </ul>	Staff time
<b>MID-TERM ACTION: Revisit and update Maintenance of Traffic (MOT) Plan policies related to bicyclist and pedestrian mobility considerations</b>				
<ul style="list-style-type: none"> <li>• Convene periodic meetings of Public Information Officers (PIOs) from Law Enforcement Agencies (LEAs), MPO, and county/cities</li> <li>• Develop Media Plan and approach for community-oriented enforcement news events</li> <li>• Prepare sample media advisory</li> </ul>	<b>Start:</b> Fall 2017  <b>Completion:</b> Fall 2018	<ul style="list-style-type: none"> <li>• FDOT</li> </ul>	<ul style="list-style-type: none"> <li>• Hillsborough County</li> <li>• Local municipalities</li> </ul>	Staff resources



# GOAL 1: UPDATE POLICIES, STANDARDS AND PROCEDURES TO FOSTER A CULTURE OF SAFETY IN THE PLANNING AND DESIGN OF THE TRANSPORTATION SYSTEM

	TIMEFRAME	TAKING THE LEAD	PROVIDING SUPPORT	RESOURCES
<b>MID-TERM ACTION : Provide professional training opportunities for safe, context supportive and flexible roadway design</b>				
<ul style="list-style-type: none"> <li>• Review training materials and reference manuals from state and national sources</li> <li>• Identify qualified instructors to deliver training</li> <li>• Identify target audience and develop training program</li> <li>• Define opportunities to integrate training program into existing FDOT and FHWA safety training programs</li> <li>• Schedule, market and conduct training sessions</li> </ul>	<b>Start:</b> Fall 2017  <b>Completion:</b> On-going	<ul style="list-style-type: none"> <li>• MPO</li> </ul>	<ul style="list-style-type: none"> <li>• FDOT</li> <li>• Local chapters of professional engineering, planning and related organizations</li> </ul>	Staff resources and instructor fees
<b>LONG-TERM ACTION : Develop context classifications and target speeds within identified Vision Zero corridors, consistent with FDOT Complete Street guidelines</b>				
<ul style="list-style-type: none"> <li>• Define land use context classifications for various place types/ transects in identified Vision Zero Corridors</li> <li>• Build on FDOT Complete Streets guidance to support designing roads and setting target speeds appropriate to the context</li> <li>• Implement context supportive roadway designs and adjust target speeds appropriate to the context</li> </ul>	<b>Start:</b> Early 2018  <b>Completion:</b> On-going	<ul style="list-style-type: none"> <li>• Hillsborough City-County Planning Commission</li> <li>• Local municipalities</li> </ul>	<ul style="list-style-type: none"> <li>• MPO</li> <li>• FDOT</li> <li>• Hillsborough County</li> </ul>	Staff resources

# THE FUTURE WILL NOT BE LIKE THE PAST

## GOAL 2: CREATE A SAFE MULTIMODAL TRANSPORTATION SYSTEM THROUGH GOOD DESIGN, LIGHTING, AND CONNECTED FACILITIES

Poor lighting, facility design, and inadequate access are contributing factors to serious crashes involving all users of the transportation system. Over the past five years, nearly one-quarter of all fatal crashes and almost 40 percent of fatal crashes involving people walking in Hillsborough County occurred at night or in low-light situations. Moreover, many fatal crashes in the county occur on roadways with no or inadequate bicycle and pedestrian facilities. The lack of safe, accessible and connected facilities contributes to bad travel behavior that result in fatalities and serious injury.

### How We Measure Success...

1

Number of lighting improvement projects in high crash corridors funded in state and local capital improvement plans

2

Number of transit stop accessibility improvement plans developed and funded in state and local capital improvement plans

3

Number of new bicycle and pedestrian facility projects identified and funded

4

Number of modern roundabouts funded in state and local capital improvement plans





**5** Dedicated funding program for roundabouts established

**6** Reduction in number of crashes at identified high-crash locations



**GOAL 2:****CREATE A SAFE MULTIMODAL TRANSPORTATION SYSTEM THROUGH GOOD DESIGN, LIGHTING, AND CONNECTED FACILITIES**

	TIMEFRAME	TAKING THE LEAD	PROVIDING SUPPORT	RESOURCES
<b>PRIORITY VISION ZERO ACTION: Install new LED lighting or retrofit existing lighting in corridors with high crash occurrences under dark or unlit conditions</b>				
<ul style="list-style-type: none"> <li>• Define and prioritize needed lighting improvements based on severe crash occurrences</li> <li>• Prepare cost estimates for five priority corridors and incorporate lighting improvements into agency budgets and improvement plans</li> </ul>	<b>Start:</b> Summer 2017  <b>Completion:</b> Summer 2019	<ul style="list-style-type: none"> <li>• FDOT</li> <li>• Hillsborough County</li> <li>• Local municipalities</li> </ul>	<ul style="list-style-type: none"> <li>• TECO</li> </ul>	Highway Safety Improvement Program (HSIP) funds for lighting installation; local funding for lighting retrofit
<b>MID-TERM ACTION: Improve safe access to high activity bus stops with high numbers of severe crashes involving people walking and biking</b>				
<ul style="list-style-type: none"> <li>• Evaluate the causes of pedestrian fatalities and serious injuries at identified priority transit stops with high boardings/alightings and high numbers of pedestrian and bicycle crashes</li> <li>• Define safety and access improvement plan at each transit stop. Consider mid-block pedestrian actuated and signalized crossings and bus stop placement</li> <li>• Prepare cost estimates for five priority transit stop locations and incorporate improvements into agency budgets and improvement plans</li> </ul>	<b>Start:</b> Winter 2017  <b>Completion:</b> Summer 2019	<ul style="list-style-type: none"> <li>• Hillsborough Area Regional Transit Authority (HART)</li> </ul>	<ul style="list-style-type: none"> <li>• MPO</li> <li>• FDOT</li> <li>• Hillsborough County</li> <li>• Local municipalities</li> </ul>	Various federal, state and local funding

**GOAL 2:****CREATE A SAFE MULTIMODAL TRANSPORTATION SYSTEM THROUGH GOOD DESIGN, LIGHTING, AND CONNECTED FACILITIES**

	TIMEFRAME	TAKING THE LEAD	PROVIDING SUPPORT	RESOURCES
▶ <b>LONG-TERM ACTION: Construct new bicycle facilities in locations with high bicycle crash fatalities and no bicycle facilities and high pedestrian crash fatalities and no sidewalk or crosswalk facilities</b>				
<ul style="list-style-type: none"> <li>• Revisit local walk/bike safety plans in Hillsborough County, City of Tampa and City of Plant City to track progress towards implementing the recommendations for new bicycle and pedestrian facilities</li> <li>• Identify other needed bicycle and pedestrian facilities based on current crash data to address unsafe travel conditions</li> <li>• Prepare cost estimates for five priority bicycle facilities and five priority pedestrian facilities and incorporate improvements into agency budgets and improvement plans</li> <li>• Identify opportunities to integrate implementation of improvements into resurfacing or other capital improvement projects</li> </ul>	<b>Start:</b> Winter 2017  <b>Completion:</b> Summer 2020	<ul style="list-style-type: none"> <li>• Hillsborough County</li> <li>• Local municipalities</li> <li>• FDOT</li> </ul>	<ul style="list-style-type: none"> <li>• MPO</li> </ul>	Various federal, state and local funding sources
▶ <b>LONG-TERM ACTION : Evaluate implementation of modern roundabouts at intersections with high crash occurrences</b>				
<ul style="list-style-type: none"> <li>• Prioritize high severe crash locations for potential implementation of modern roundabouts</li> <li>• Use the screening criteria in Chapter 7 of the Florida Intersection Design Guide (2015) to evaluate the viability of potential intersection conversions to modern roundabouts</li> <li>• Prepare cost estimates for intersection conversions at five priority locations and incorporate improvements into agency budgets and improvement plans</li> </ul>	<b>Start:</b> Winter 2017  <b>Completion:</b> Summer 2020	<ul style="list-style-type: none"> <li>• FDOT</li> <li>• Hillsborough County</li> <li>• Local municipalities</li> </ul>	<ul style="list-style-type: none"> <li>• MPO</li> </ul>	Various federal, state and local funding sources





SAFE STREETS NOW



VISIONZERO

ONE TRAFFIC DEATH IS TOO MANY



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